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Discount Store News.®

THE NEWSPAPER OF THE DISCOUNT DEPARTMENT STORE INDUSTRY

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Tax Refunds Fatter; Will Stores Get Bigger Biz Bite?

Nationwide DSN Report

Top executives in the discount industry are divided in their assessment of the effects of an estimated $40 billion due to be refunded to Federal taxpayers this spring

See editorial, p. 6.

The Government estimate of $40 billion is significantly higher than the total of last year's refunds—approximately $30 billion—but most executives and retail stock analysts have little confidence that extra money to taxpayers will result in noticeable sales gains.

"I suspect it may not be as advantageous as it would be at another time," said Magic Mart president David Grundfest. "People are in a conservative mood and are reluctant to spend, especially on nonessentials."

Grundfest and several other executives polled by DSN said that consumers are so besieged by inflation, debt and other financial burdens that little of the $40 billion will be left for retail purchases.

"Tax refunds in the past had a positive effect on business especially in the higher price points. People would take their checks and use them for a big purchase such as a stereo," said Richard Tucker, executive vice president of Ayr-Way.

"We don't expect that to happen this year. Ordinary household expenses for fuel, food, borrowing and so forth are so much higher that there won't be a significant amount left."

Other executives are more sanguine about the additional $10 billion becoming available to consumers.

"If you remember the tax rebates that were sent out a few years ago, this has to make you feel better," said Arlie Lazarus, president of Jamesway. "That was only about $20 billion in all and we saw some definite benefits. People really did come into stores to spend it. Hopefully, the refunds will be coming to our type of customers and they will use the money in our stores."

Robert Soelter, ALCO's president, was optimistic even before considering significantly larger tax refunds. Late 1979

(Continued on page 5)

Shows $3 Million January Loss

FedMart's 'European' Approach Questioned

SAN DIEGO—The profit turnaround expected by FedMart has failed to materialize.

After experiencing a $3 million loss in its first quarter, ended Nov. 25, 1979, FedMart's sales in its current (Christmas) quarter are not reaching projections, and the chain has suffered a loss for the fourth and fifth periods (December and January) of just under $2 million.

Sources at FedMart pegged December's sales "slightly" under projections, but said there was a profit of approximately $2 million during the four-week period. January sales, according to the same source, were also slightly under projections at approximately $70 million, and higher-than-anticipated markdowns in the period produced a loss "in excess of $3 million."

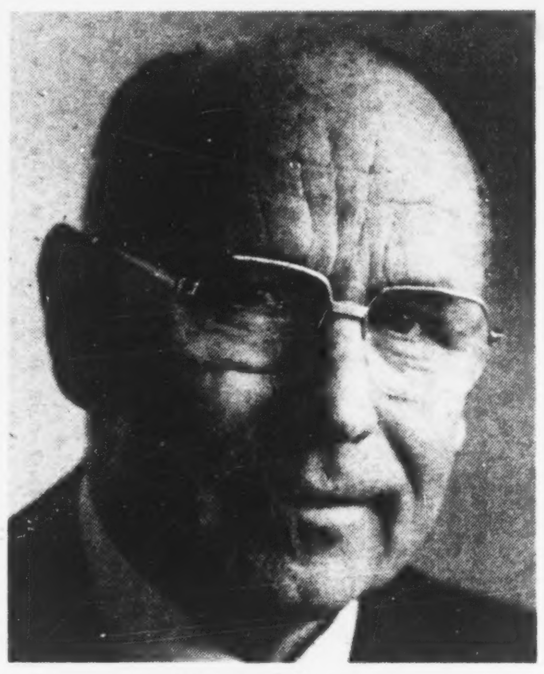
After completion of its two-year, $130 million expansion and remodeling program, FedMart is still coming to grips with two major stumbling blocks: improvement of its anemic nonfood sales (especially in higher-margin soft lines), and adjustment by the German management to the intense competition in American retailing.

These dual problems are seen by many industry observers as both the cause of FedMart's stall and the effect of president Heinz Gundlach's (and principal shareholder Hugo Mann's) unfamiliarity with the American marketplace.

The man who was right for FedMart's aggressive blitz of the southern California-Sunbelt market—Gundlach—is not a merchandiser; he is an investment banker, and less familiar with merchandising and marketing than experienced American retailers.

Gundlach, according to some California merchandising executives interviewed by *Discount Store News*, may need to hand over the reins to a new team: men who can solve the merchandising and marketing problems; men who are familiar with American retailing, especially in the Sunbelt and on the

(Continued on page 4)



Hugo Mann
Chairman, FedMart

FedMart*

Sales Breakdown

Category	1979	1978*	1977	1976	1975
Food/Sundries	56.2	54.2	57.5	56.6	59.4
Hard lines	25.5	26.4	23.8	23.7	20.2
Soft lines	9.6	8.9	7.2	7.3	6.7
Pharmacy	2.7	3.1	3.5	3.7	4.1
Gasoline	3.7	4.6	5.3	5.8	6.4
Auto Center	2.3	2.8	2.7	2.9	3.2

*Including units not yet converted to FedMart stores.

FedMart's bottom line still suffers from an excess of food sales, in spite of a recent improvement which has brought the ratio down, closer to 50%.

Source: FedMart

Some DIY Units, Discounters Are Good Neighbors

Nationwide DSN Report

While competition is heating up between discount store and home center operators in markets throughout the country, some discounters are discovering that DIY specialists can make good neighbors.

Last year, the Home Depot, a four-unit home center chain in Atlanta, founded by former discounter Bernie Marcus, took advantage of Treasure Island's decision to roll back the size of its stores and became a tenant of the financially troubled chain. The arrangement, which gave The Home Depot approximately 55,000 sq. ft. of space at each location, has thus far been a happy one.

"It's a natural relationship," said Bill Kent, district manager for Treasure Island's Atlanta

(Continued on page 7)

K mart Starts to Buy Basic Corning Lines Direct; Wal-Mart, Venture, Creative Discuss Same Step

Nationwide DSN Report

K mart this month started to buy Corning Glass' regular lines direct. Wal-Mart, Venture, Creative Merchandising and Merchandisers' Association Inc., are among a number of discounters, catalogers and coordinators that have acknowledged already discussing such a step with the manufacturer for next year.

Bradlees and Hills, the latter one of the top half-dozen retailers of Corning products, are among a number of chains that declined to comment on their plans. ALCO is interested in direct purchases but hasn't yet talked with Corning.

A number of chains including Bi-Mart and Goldman's aren't currently interested in buying direct, preferring to continue to use distributors.

Corning started to ship Sears direct last year and added K mart this month. The company plans to supply other retailers direct beginning in 1981 after it has worked out its program with K mart.

Concerns voiced by discounters and catalogers center on such key questions as: How broad a line do retailers have to buy? What are the minimum quantities for orders? How reliable will the manufacturer be in filling orders?

A Corning executive asserted that the company would "work out a program that is optimal for the retailers and that

(Continued on page 87)

kitchen plastics
houseware
GRAND OP
CORNING SIDEKIC
4.48
CORNING WARE
Sideki

Hills, Cheektowaga, N.Y., illustrates the broad assortment of Corning Glass items carried by some discounters. Two facing runs are used to display the merchandise. (DSN photo)

Discounting Week

A RICHER WAY? Richway has become the 20th division of parent Federated, reporting directly to Cincinnati rather than going through channels at Rich's, its Atlanta department store founder. The move follows a shuffling of the top brass at Rich's. At Richway, president John H. Weitnauer Jr. was elevated to chairman and ceo; Neil Bennett, senior vp for merchandising and marketing, was named president.

GUARD KILLED. Two gunmen killed an unarmed security guard at a Korvettes in The Bronx, and critically wounded two armored truck guards. New York City police said the killers fled with a $53,353 payroll, which had just been delivered.

NEW DISCOUNTER. Macks' variety store chain was set to open its first discount store at presstime, a 40,000-sq.-ft. unit in Sandersville, Ga., that will carry the Maxway logo.

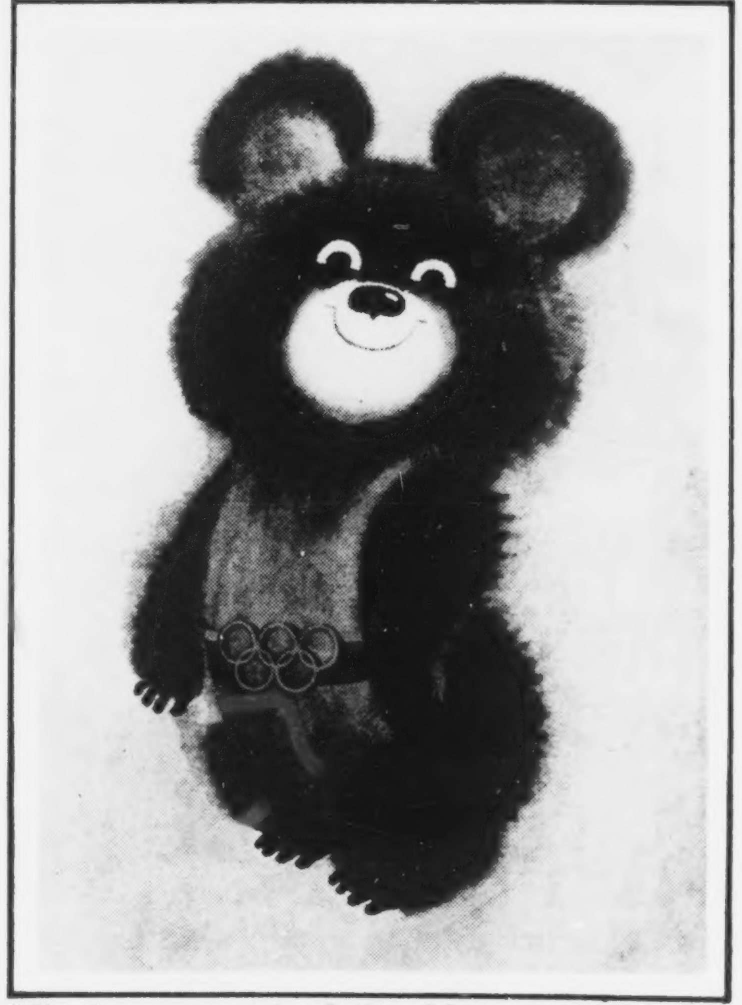
TENDER PAYOFF. About 987,000 Payless Drug (Calif.) shares have already been tendered to Payless Drug Northwest, making the Beaverton, Ore., chain the winner in its battle with The Jewel Cos. for the California chain.

Plush Bears, Frisbees, Lunchboxes, T-shirts Affected

Licensees, Not Buyers, Are Stuck in Olympics Boycott

Nationwide DSN Report

There will be few Mischa bears in toy departments this spring, and T-shirts, Frisbees, lunchboxes and posters with the logo and the mascot of the 1980 Moscow Summer Olympics are fast becoming collector's items.



Mischa, mascot of the Moscow Summer Olympics, is laughing on the outside.

The United States boycott of the Summer Games has dashed the well-laid plans of many manufacturers who obtained licenses from the U.S. Olympic Committee or through the Moscow Organizing Committee in order to cash in on the Olympic theme.

"The initial reception [to Olympic merchandise] was fantastic, but then some cancellations came in and now no one wants to talk about it or see it," said a spokesman for Chestnut Hill Marketing Co. near Boston, a national sales and marketing company that handles posters and T-shirts.

Most discounters won't be stuck with merchandise because President Carter announced plans for the boycott well before most buyers placed orders.

ALCO, for example, looked at merchandise, but didn't plan an Olympic theme and made no commitments to manufacturers.

"It's not a tremendous volume business anyway," noted apparel buyer Tony Tirendi.

A Gold Circle stationery buyer said: "No retailer who has any sense will invest in an Olympic line knowing we might not go." But buyers agreed that manufacturers who invested in an Olympic line are in a quandary.

Some manufacturers oriented toward the discount market who obtained licenses for Olympic lines are R. Dakin & Co. (plush Mischa bears), Stuart Hall and Mead (stationery products), The Shirt Shed (T-shirts) and Adamstown Hosiery (athletic socks). Buyers say H&BA items with the Olympic seal will probably fare better than novelty merchandise.

Naturally, those manufacturers who are further along in production are the most vulnerable. For example, Stuart Hall is well into production of a line of school supplies—one item is a record book with a blank chart for entering the names of gold medalists and their winning times.

"We may have a collector's item," conceded executive vp Charles Hanson. "We're waiting to see the outcome. We have other more important properties."

Mead, another licensee, developed a school supply line with track and field scenes trimmed with a red, white and blue border, but without the Olympic logo.

"We repositioned it as a sports line," explained associate market manager Blodwin Carter. "The question of the logo came up in planning, and leaving it off seemed to be the prudent business thing to do. We had hoped to capitalize on the excitement of the Olympic Games—it is a small but important part of our line. But we won't live or die on it."

A spokesman for Dakin said the company was not manufacturing, but was still taking orders, for its Mischa bears.

(Continued on page 5)

Energy Plan Could Close Stores Day Each Week

By Ken Rankin

WASHINGTON—The Carter Administration's new "standby" Federal energy conservation plan includes provisions which could force many discount stores to close their doors at least one day each week.

The controversial plan calls for a "compressed workweek"—one day shorter than normal operations—to cut gasoline consumption during the next major energy crisis.

The Federal restrictions would only take effect in states that fail to implement effective energy conservation programs of their own, but Department of Energy officials told *Discount Store News* that as many as a dozen or more states could fall into that category.

In issuing the new Federal emergency plan, Government energy regulators maintained that "retail sales . . . should not be significantly affected by a compressed workweek," because "research on the effect of Blue Laws [i.e., Sunday closings] on aggregate retail sales has shown that total weekly retail sales are not significantly affected by such restrictions."

Retail industry leaders disagree, however. Although the new Federal "compressed workweek" approach would apply equally to manufacturing and service industries as well as retailing, chain store operators are expected to raise the most strenuous objections.

The one-day-a-week shutdown plan is still in the proposal stage—D.O.E. officials don't expect to issue final regulations until after a series of hearings—but other provisions of the new Federal standby program were issued in final form.

Among those final new "interim" emergency conservation mandates:

- Reactivation of those controversial building thermostat ceilings set to expire;
- New odd-even and dollar purchase restrictions on gasoline sales;
- Tighter enforcement of the 55 m.p.h. national speed limit;
- Requirements that stores with 100 or more employees develop their own programs to encourage car pooling and other energy-saving types of transportation for workers.

D.O.E. considered, but rejected a number of other standby energy conservation mandates, including restrictions on retail store lighting. Department officials noted, however, that individual states may wish to consider including such restrictions in their own local emergency conservation plans.

Tradeway Shutters 6 Stores

INDIANAPOLIS—Tradeway closed six stores to cut back to a core of eight as it tries to reorganize under Chapter XI.

Tradeway's management expects to present creditors with "initial ideas" for a reorganization plan early in April, a representative for the company declared.

But a spokesman for the creditors committee said the group will press to have "some rough format of a plan" presented at the March creditors meeting. That meeting will also review Tradeway's current financial statement and the information available on its fiscal

(Continued on page 80)

Spotlight on: Cube Display

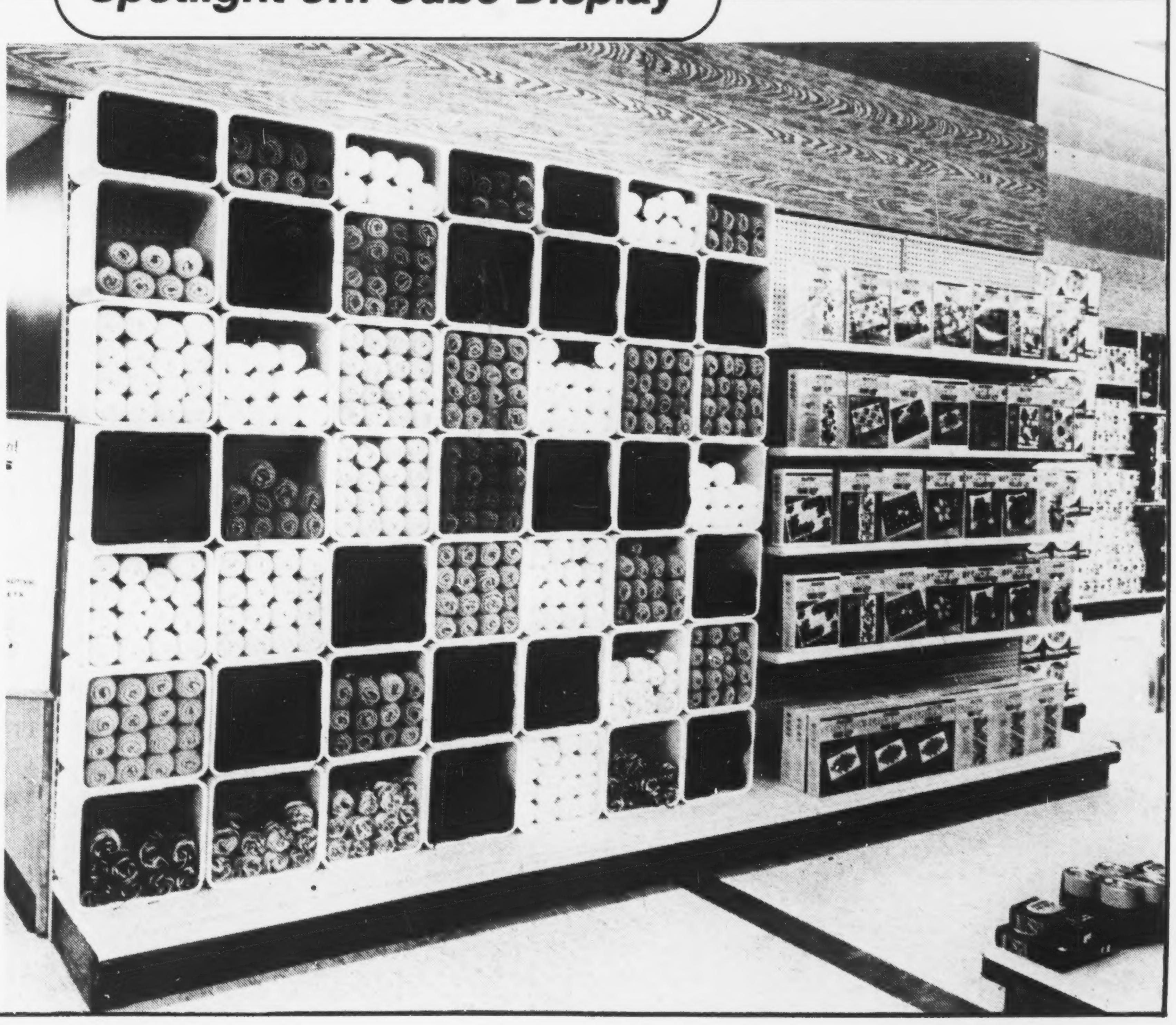
Stacking Makes An Interesting Yarn at Zodys

Zodys, a division of Hartfield-Zodys, uses this cube display of yarn in its Slauson Avenue, Los Angeles, store.

Use of the stacked cubes simplifies checking of stock levels, maximizes the visual impact of the multi-hued yarns and keeps the stock in neat array.

Cross-merchandising of soft crafts on the adjacent gondola encourages the yarn buyers to try a new project, while making supplies conveniently available to the craft kit buyer.

A similar cube display at Bradlees on the East Coast tops the six-high cubes with shelved goods, rather than the half-size cube used at Zodys. Bradlees also stripes its yarn, arranging similar or complementary colors vertically. (DSN photo)



In This Issue...

SCHOOL DAYS. Discounters will be trying various strategies, including shorter counts and private label, to maintain price points in the 1980 back-to-school season. While basics are expected to have the most appeal in many back-to-school categories, high-ticket office products are being tried in stationery departments, and velour, chenille, status jeans and the preppy look are being stressed in children's apparel. (P. 23)

SWEET SUCCESS. More emphasis on single-bottle fragrances gave this merchandise the boost it needed to achieve record Christmas sales, according to the December H&BA Product Movement Audit. Single bottles of women's fragrances increased sales by 35% compared to 1978. (P. 74B)

DIY CENSUS. Discounters are continuing to add home improvement departments to their stores at a quick pace. The DIY Census shows 300 departments opened in 1979 with nearly 300 more due this year. Significant merchandising trends also are tracked in the census. (P. 57)

SHARE OF THE PIE. Pizza pans and cutters added strength to nonelectric housewares in the normally slow first quarter, the most recent Housewares PMA reports. Specialty products added spice throughout the category as previously underplayed products received new attention. (P. 13)

CASHING IN. The technique of cash management—vital in optimizing profit performance—is the topic of this issue's DSN/Touche Ross Discounter Management Development Series. With borrowing costs up, getting the most from ready capital is more valued than ever. (P. 11)

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Vol. 19, No. 5 March 10, 1980

Study Finds It Takes Money to Cut Losses From Theft

NEW YORK—Those discounters troubled by high shrinkage rates most likely have only themselves to blame, a loss prevention study prepared for the National Mass Retailing Institute indicated.

The study, done by Arthur Young & Co., the accounting firm, concluded that chains that have decreased their theft losses make a bigger financial commitment to security than chains with significant shrinkage problems.

"Companies that have been successful in keeping shrinkage levels low have paid a price for it. The most direct measure of the expense of their investment is the size of their security budget expressed as a per cent of sales," the Arthur Young report stated.

In a survey of 51 discounters with a total of 5,600 stores, slightly more than half of the low-shrinkage companies (those in which the rate was less than 2% of sales) spend at least one-third of a per cent of sales for security. Only about a third of the high-shrinkage companies (with rates in excess of 3% of sales) spend a proportionate amount.

The greater investment by low-shrinkage discounters is applied to more formalized security programs and to a greater reliance on personnel to control losses rather than devices such as electronic tags and limited-access sales areas.

In addition, companies that have lessened theft losses are more likely to give a higher priority to security by having top security officers report to chain presidents rather than to lower-ranking executives. They also are more likely to incur related expenses, such as maintaining perpetual inventory systems.

However, simply assigning greater numbers of security guards and undercover detectives to stores was found to be an ineffective tactic in reducing shrinkage.

"In fact," the report stated, "bringing in more security employees per store does not relate to decreased shrinkage. Instead, it is associated with greater numbers of shoplifting apprehensions per store. Increasing the number of security employees, interestingly, leads to a decreased rate of shoplifting convictions. It is also, not unexpectedly, correlated to a larger number of false arrest suits. . . . Apparently, some stores with zealous apprehension policies are not successfully taking measures to insure that the apprehensions are effective."

The key, according to the report, to controlling shrink is greater care in selecting, training, and deploying security forces.

While background checks on applicants for security positions are done by a majority of all chains, the discounters with the best loss control performance do more of them and check more thoroughly. Of the successful chains, 93.8% make some kind of background check while only 71.4% of the high-shrink companies do.

In addition, 48.3% of the low-shrink companies also perform credit checks and administer polygraph tests to security applicants compared to 28.6% for the less successful discounters.

Low-shrink companies also are more likely to have structured training programs and give a higher priority to law enforcement backgrounds as a qualification for security employment. Training manuals, training stores and classroom instruction are more prevalent in larger companies while smaller chains tend to use on-the-job training or orient new employees.

Regardless of screening and training, perhaps the most important factor in successfully controlling losses is the emphasis a chain puts on its people, the report concluded.

Essentially, good security was found to be labor intensive. Chains which were less successful were found to rely more heavily on electronic and mechanical measures while successful chains rely on the watchfulness of their personnel.

Passive security measures, such as electronic tags, were used in only 6.3% of the low-

(Continued on page 88)

Shrink as a % of Sales

Shrink	No. of Chains
Less Than 1%	2
1% to 1.9%	14
2% to 2.9%	17
3% to 3.9%	8
4% or more	6
No Answer	4

Security Cost as a % of Sales

Security Cost	Chains With Shrink Rate Below 2%	Chains With Shrink Rate Above 3%
0.002%-0.099%	12.5%	28.6%
0.100%-0.333%	25.0	7.1
0.334%-0.449%	18.8	7.1
0.500%-0.999%	18.8	21.4
1% or more	12.5	7.1
No Answer	12.4	28.7

Shoplifting Suspect Prosecution

Prosecution Policy	Chains With Shrink Rates Below 2%	Chains With Shrink Rates Above 3%
All Customers	75.0%	42.9%
All Employees	56.3	42.9
With Security Witness	25.0	14.3
Only Large Losses	12.5	21.4

Screening Security Applicants

Screening Methods	Chains With Shrink Rates Below 2%	Chains With Shrink Rates Above 3%
Background Check	93.8%	71.4%
Credit Check	43.8	28.6
Polygraph	43.8	28.6

Source: Arthur Young & Co.

Toy Buyers Cautious as Costs Balloon

NEW YORK—More stringent buying terms from most manufacturers and higher prices forced inflation-wary buyers to play it close to the vest at the annual Toy Fair here.

Some merchandisers went to the show with a new (or expanded), separate open-to-buy for electronics.

"We had to have a separate open-to-buy last year," said one merchandise manager from Roses, "and this year's prices made it even more important. Without it, we couldn't do justice to all the other categories in toys."

Other buyers reported less scrambling for product at this year's show, as inflation forced buyers to maintain conservative inventory positions.

"We've taken some early shipments on some electronics, and seen them start to stack up in the stores," said Magic Mart buyer Gary Jackson.

As Jackson sees it, price points are going to be the critical factor in stocking patterns this year, as a flood of new low-end knockoffs battle stepup newcomers for consumer favor.

"This could be a year when a lot of people get burned on electronics," warned Jackson.

Bob Kuhns of Heck's thought it was a conservative show, with an encouraging trend by manufacturers to cut some fringe items and concentrate on basics.

"Many prices were astronomical," said Kuhns. "There definitely will be consumer resistance, and we'll be watching price points very closely.

"Heck's will stay with the staples as much as possible, and cut sku's across the board, especially in the promotional lines. Somewhere along the line, we have to start making some profit."

David Hayes, ALCO buyer, agreed that increases were out of sight.

"What am I going to do? I can't tell Fisher-Price to lower

(Continued on page 83)

electronic
electronic
electronic
GAMES
BIKES

Sales gains in electronic games (shown here at the Middletown, N.Y., Caldor) have helped create a shortage of microprocessor chips and forced suppliers to allocations. (DSN photo)

NRMA Survey: Vendor Goofs Cost Retailers 2.2% of Apparel Sales

NEW YORK—Vendor inefficiencies are costing big retailers as much as 2.2% of apparel sales each year, according to a recent National Retail Merchants Association survey.

For retailers with sales of under $1 million, however, the survey reported, sales losses are running as high as 2.8% in the women's accessories, children's and men's wear, domestics and furniture categories.

Among the key inefficiencies described by the 35,000 chain, department and specialty store retailers polled, failure by vendors to deliver goods of an acceptable quality and on the due date were the two problems most often cited.

The survey found that retailers returned nearly 6% of all

(Continued on page 5)

AGMC Honors Harvin, Names Soelter Chmn.

NEW YORK—The Association of General Merchandise Chains, at its 47th annual meeting held in the Plaza Hotel here, honored Lu Harvin Jr., retired president and chief executive officer of Roses Stores, for his contribution to "variety and discount general merchandise retailing."

Chairmanship of the organization succeeded from Jack Kuhn, chairman of the board of Kuhn's Big K, to Robert R. Soelter, president of Duckwall-ALCO.

"I'm walking in tall cotton," exclaimed Harvin as he accepted the recognition of the AGMC membership.

"I don't know what odds

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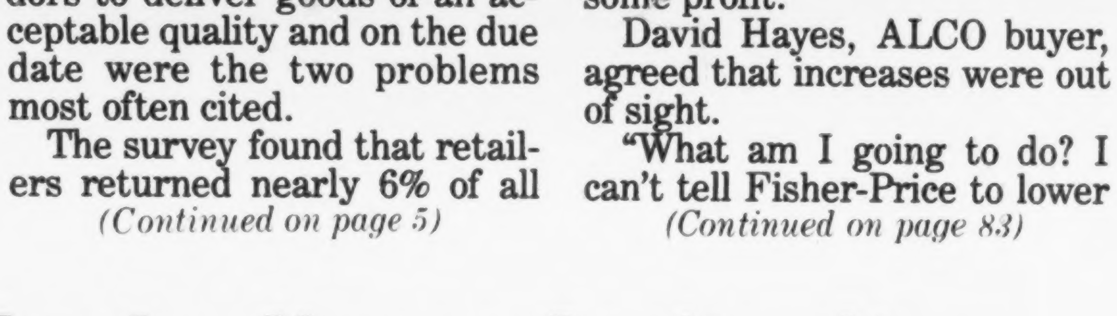

Bob Soelter of Duckwall-ALCO (r.) and Lu Harvin confer prior to the AGMC annual banquet, which honored Harvin. Soelter is the new AGMC chairman. (DSN photo)

NMRI Convention Speakers Set

NEW YORK—The National Mass Retailing Institute convention, set for May 10-14 at the Fairmont Hotel in New Orleans, will feature such diverse speakers as baseball Hall-of-Famer Willie Mays; CBS newsmen Morley Safer and Andy Rooney; Howard Jarvis of Proposition 13 fame, and New Orleans native (and premiere musician) Pete Fountain.

Jack Shewmaker, president of Wal-Mart, and Marshall Hess, president of Fisher's Big Wheel, will participate in the president's roundtable discussion on Tuesday. Dave Banker, president of Lechmere Sales and chairman, NMRI, will moderate the panel, which will include, for the first time, speakers representing two associate member firms.

Another change in this year's program will eliminate the Tuesday luncheon speaker in favor of a buffet lunch served in the exhibit hall.

Saturday night's opening banquet will feature Andy Rooney, commentator on CBS's "60 Minutes" news program.

Sunday, May 11, will start with 2-mile and 10,000-meter races co-sponsored by *Discount Stores News,* Barkers and Pepsi-Cola.

Continuing the sports theme, Willie Mays will address Sunday's sports luncheon after Morley Safer and Howard Jarvis speak to the general session.

Monday's general session will offer a presentation by Howard Davidowitz, of Ernst and Whinney, on retail trends in the 1980's. Monday's luncheon will have as its speaker a member of Congress.

Tuesday, after the president's roundtable discussion and the concurrent sessions, Pete Fountain will speak at the banquet.

How Will K mart Use Direct-Buy Advantages?

(Continued from page 87)

when they purchased from distributors," he said.

One discounter said K mart needs profitable goods like any other chain. "They will sharp-price Corning at key times such as Mother's Day and Christmas to get traffic and for image; at other times they will try to get as much profit from the lines as they can. The consumer image of the sharp pricing could carry through for the longer periods when they go for profit."

Pricing of Corning goods has settled down with very little footballing, discounters agreed. K mart didn't upset the market when it started to merchandise the lines two years ago.

But K mart's direct purchase could upset availability of merchandise, one discounter asserted.

"K mart could take as much as 20% of Corning's production for the lines it sells," he said. "How much goods will K mart need for a promotion that it advertises nationwide—and how much merchandise will be left for other retailers?

"I can see K mart putting pressure on Corning to get goods so that less merchandise is available for distributors, particularly those top-selling items that are already in tight supply," he said.

K mart's impact, due to its need for merchandise, and its possible sharp pricing, could result in fewer chains carrying a full assortment of Corning products.

Those chains would go with a few promoted sets and such key items as Expressions and Corelle at sharp prices to draw traffic.

This would mean that those chains would be just trading dollars, a situation that in the past has resulted in a number of discounters cutting back the Corning assortment to just selective items.

A K mart spokesman said direct buying of Corning items wouldn't result in any major change from its past merchandising.

NMRI Launches Mail Campaign To Oppose Lubbers For N.L.R.B.

NEW YORK—The National Mass Retailing Institute has initiated a letter-writing campaign in opposition to the nomination of Wiliam A. Lubbers as general counsel to the National Labor Relations Board.

Lubbers is characterized as an opponent of the NMRI stand on pending labor law reforms by Manfred Brecker, government affairs chairman of the institute, in a letter sent recently to members. The letter asks members to write their Senators urging that Lubbers not be confirmed.

Information can be obtained from Kevin Shein, director of government affairs of the NMRI, at the institute's headquarters here.

Luria Has Record Half-Year Results

MIAMI LAKES, Fla.—The opening of six showrooms outside of the Greater Miami area helped cataloger L. Luria & Sons record half-year sales and income gains of more than 20%.

Sales for the six months ended Dec. 31, 1979, jumped 36.2% to $42,878,189 from $31,485,342. Income in the period went up 21.7% from $1,655,451 to $2,014,021.

The half-year gains were sparked by a big jump in volume in the quarter ended Dec. 31, 1979. Sales in that period—which included key Christmas holiday volume—were up 42.4% to $31,812,917 from $22,347,071. Income increased 21.5% to $1,805,156 from $1,485,952.

The key holiday quarter in 1979 accounted for 74.2% of Luria's six-month volume while the period in 1978 posted 71% of the half-year sales.

Study Finds It Takes Money to Cut Theft Losses

(Continued from page 3)

shrink companies while they are found in 35.7% of the high-shrink companies surveyed.

By way of contrast, an active measure such as selling-floor observation booths is used by 75% of the successful discounters and only 35.7% of the high-shrink chains.

Low-shrink chains also rated active security measures as more effective, while their less successful competitors perceive passive measures as more effective.

That the successful companies give a higher priority to controlling shrink is indicated by two findings: Those firms are much more likely to prosecute thieves, and top security executives are more likely to have direct access to the company president.

The policy of 75% of the discounters with shrink rates below 2% of sales is to prosecute all customers caught shoplifting. Only 42.9% of companies with rates above 3% have a similar policy, indicting less willingness to commit time and expense.

Different Procedures

At nearly half of the low-shrink chains, security chiefs report directly to chain presidents, while only 14.3% of security executives at high-shrink chains have similar access.

Other indications that the successful discounters give a higher priority to loss prevention are that they are more willing to spend a portion of their resources on perpetual inventory systems and to reward employees who apprehend thieves. Bonuses to vigilant employees are paid by 62.5% of the low-shrink discounters surveyed, but are paid by only 35.7% of high-shrink chains. Similarly, perpetual inventories are maintained by 81.3% of the low-shrink chains against 64.3% of the less successful discounters.

While the report examined techniques of successful loss prevention, it did not analyze their cost-effectiveness. The unanswered question is whether the extra expense low-shrink chains incur is balanced by their theft savings. That is to be the focus of a follow-up study this year.

Loss Prevention Bonus Programs

Bonus Program	Chains With Shrink Rates Below 2%	Chains With Shrink Rates Above 3%
Yes	62.5%	35.7%
No	37.5	64.3

Store Security Measures

Security Measures	Chains With Shrink Rates Below 2%	Chains With Shrink Rates Above 3%
Mirrors	87.5%	71.4%
Electronic Tags	6.3	35.7
TV Monitors	50.0	35.7
Limited Access	50.0	71.4
Observation Booths	75.0	35.7

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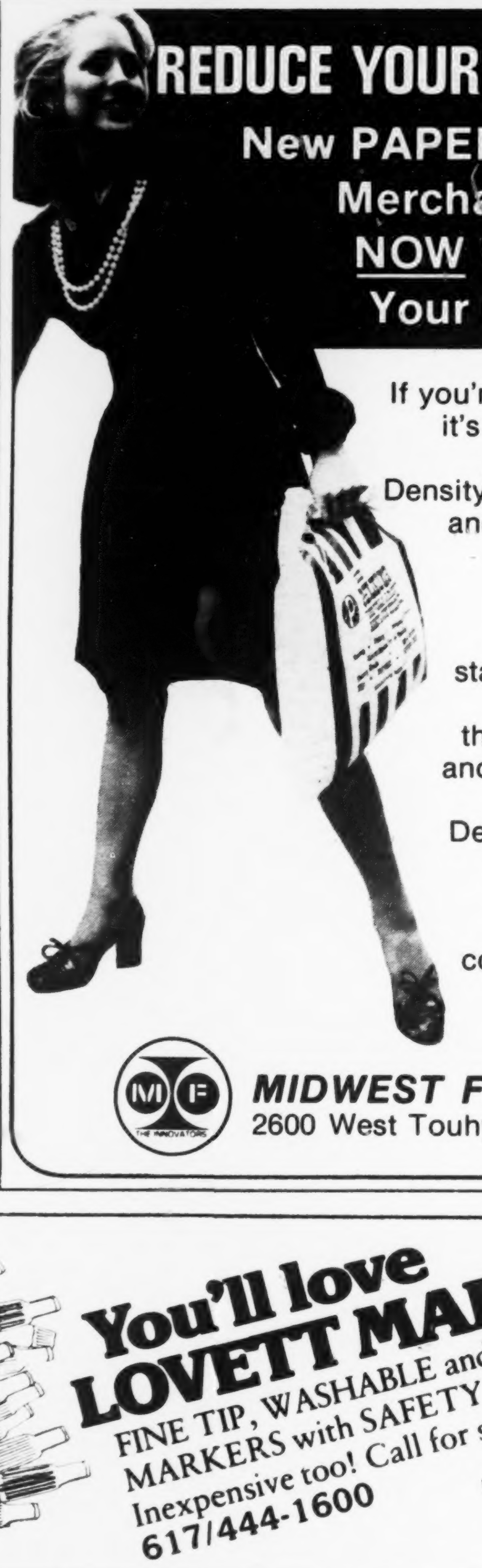

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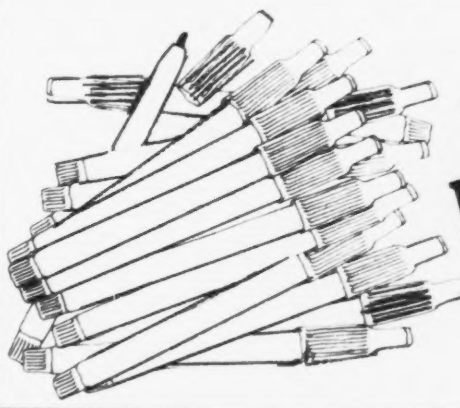

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HOUSEWARES

Figures supplied by HalMar Distributors, Holyoke, Mass., cover 500 stores, including 400 full-line discount department stores from New England to the Carolinas. Average retail prices listed by the distributor reflect typical price points for discount clients.

TABLETOP

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	5	Expressions 20-pc set, Meadow	1,797	69.74	125,322.78
2	4	Expressions 20-pc set, Indn Smmr	1,511	70.19	106,057,09
3	1	Corelle 20-pc set, gold	2,686	38.69	103,921.34
4	3	Corelle 20-pc set, green	2,214	38.69	85,659.66
5	2	Corelle 20-pc set, Woodland	1,658	38.69	64,148.02
6	9	Expressions 20-pc set, Batik	795	67.74	55,443.30
7	7	Corelle 20-pc set, blue	1,070	38.69	41,398.30
8	6	Expressions 20-pc set, Wildflower	492	69.74	34,312.08
9	10	Expressions 20-pc set, Blue Heather	471	69.74	32,847.54
10	8	Corelle 20-pc set, white	814	36.89	31,493.66
11	12	Corelle 5-pc completer set, gold	795	21.05	16,734.75
12	17	Corelle 5-pc completer set, green	725	21.05	15,261.25
13	—	Corelle 5-pc completer set, blue	602	21.05	12,672.10
14	13	Corelle small platter, green	1,359	7.82	10,627.38
15	—	Corelle 5-pc completer set, Woodland	434	21.05	9,135.70

GLASSWARE

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	11	Anchor Hocking 24-pc st, Nwpt Crystl	712	12.15	8,650.80
2	2	Libbey 12½-oz bev, Wheat spray, 8-pc	714	7.91	5,647.74
3	10	Anchor Hocking 7-pc tbl srvc st, prsct	666	8.45	5,627.70
4	—	Libbey 12-oz bev, Gold Savoy, 8-pk	768	6.74	5,176.32
5	4	Anchor Hckng 11-pc tbl srvc st, prsct	472	10.61	5,007.92
6	1	Libbey 6½-oz round wine, Mr Pro	894	4.76	4,255.44
7	3	Libbey 8½-oz wine, Mr Pro	894	4.76	4,255.44
8	8	Libbey 16-oz coolr, Twny Accnt, 4-pk	1,254	3.32	4,163.28
9	—	Libbey 8-oz wine, Citation	3,276	1.25	4,095.00
10	19	Libbey 6½-oz tall wine, Citation, 4-pk	3,060	1.25	3,825.00
11	—	Libbey 12-oz bev, Gold Bolero	7,452	0.49	3,651.48
12	18	Libbey 12-oz bev, Tawny Accent, 4-pc	1,198	2.96	3,546.08
13	6	Anchor Hocking 4" ashtray, gold	4,932	0.71	3,501.72
14	5	Libbey 12-oz bev, Summer, 8-pc	504	6.83	3,442.32
15	—	Libbey 6-oz red wine, Citation	2,736	1.25	3,420.00

COOKWARE

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2	Ekco 17¼" ckie sht, Baker's Secret	2,994	3.05	9,131.70
2	11	Ekco 15¼" ckie sht, Baker's Secret	2,398	2.78	6,666.44
3	7	Ekco 14½" rst pn, Baker's Secret	1,796	3.59	6,447.64
4	12	Ekco 12-cup mffn pn, Baker's Secret	1,839	3.32	6,105.48
5	16	Ekco 13¼" ckie sht, Baker's Secret	2,701	2.15	5,807.15
6	14	Ekco 17¼" cookie sheet	2,613	2.06	5,382.78
7	18	Ekco 9¼" loaf pan, Baker's Secret	2,096	2.42	5,072.32
8	1	Wear-Ever Prm 12" fry pn, SilverStone	304	13.95	4,240.80
9	4	Wear-Ever 10" Prm fry pn, SilverStone	336	10.79	3,625.44
10	3	Wear-Ever Prm 9-pc set, SilverStone	50	69.29	3,464.50
11	—	Ekco 8½" loaf pan, Baker's Secret	1,629	1.97	3,209.13
12	—	Ekco pizza pan, Baker's Secret	1,090	2.78	3,030.20
13	—	Ekco 8" rnd cake pn, Baker's Secret	1,655	1.79	2,962.45
14	15	Mirro 9-cup percolator	470	6.29	2,956.30
15	—	Ekco 13" oblong pan	1,578	1.79	2,824.62

GADGETS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Swing-A-Way prtbl hand can opener	2,092	3.59	7,510.28
2	8	Ekco 2⅛" barrel rolling pin	1,942	3.32	6,447.44
3	2	Rhodes timer, white	812	5.66	4,595.92
4	3	Ekco can opener w/bottle opener	4,720	0.82	3,870.40
5	—	Taylor hang/stand oven thermometer	1,459	2.42	3,530.78
6	4	Ekco 3-way can opener	2,791	1.25	3,488.75
7	7	Rhodes timer, gold	601	5.66	3,401.66
8	10	Gemco food chopper	1,411	2.24	3,160.64
9	—	Swing-A-Way budget can opener	850	3.59	3,051.50
10	9	Ekco peeler	4,899	0.62	3,037.38
11	—	Bonny pizza cutter	1,413	2.06	2,910.78
12	5	Ekco can opener, plastic handle	1,420	1.88	2,669.60
13	—	Taylor Valuline meat thermometer	606	4.04	2,448.24
14	—	Chaney candy thermometer	1,365	1.79	2,443.35
15	—	Taylor Hi-Lite window thermometer	1,363	1.79	2,439.77

(Continued on page 18B)

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Specialty Housewares Get Play

By Harold Rubin
President,
HalMar Distributors

Specialty housewares such as pizza pans and pizza cutters are among the areas being exploited for sales and profits by discounters and other retailers faced with the challenge of maintaining consumer interest in nonelectric housewares during the first quarter of the year, traditionally a time of slow retail action.

The two pizza-related items were among the dozen-and-a-half products that made their first-time appearance on the HalMar Product Movement Audit. The report covered the Jan. 1 through Feb. 11 period.

Another 45 items showed big jumps in total product movement, with such housewares as thermometers and completer sets for Corelle dinnerware also illustrating the effort to focus on previously underplayed products as new volume and profit producers.

Merchandising Move

Discounters, besides trying to develop specialty items, are also continuing to go after seasonal goods, with bakeware the key category for the first quarter. Nineteen different metal and glass bakeware items made the PMA, with 12 also appearing as high risers and four making their first appearance on the report.

A look at the specialty housewares picture shows the following.

An Ekco pizza pan checked out as No. 12 on the cookware listing while a Bonny pizza cutter was No. 11 in gadgets; both items showed up for the first time on the PMA.

The pizza pan was among a host of bakeware products that captured 11 of the 15 places on the cookware listing. This strong showing for bakeware reflected (a) the need of retailers to replenish supplies following the holiday sales period when baking goods were a strong seller due to consumer interest in preparation of holiday food, and (b) the need to be in-stock for the upcoming Easter holiday when baking will again be a favorite cooking activity.

Two specialty items scored in plastics as they debuted on the PMA. Food storage containers are a mainstay of the category, and the push into specialty items resulted in an Eagle Superseal lettuce saver capturing the No. 8 position.

A Castel Industries Sporkit spoon/fork combination showed up as No. 14. This item is a

(Continued on page 18B)

with dramatic color ads and spreads in major consumer magazines.

The benefits for your customers.

Plant Helpers have been university tested and proven to provide greater plant growth than clay or plastic pots for many houseplants. The nonporous glass allows less frequent watering, resists algae, promotes better root growth. The unique drainage system helps prevent overwatering—the most commonly made mistake. The tint and the simplicity of the design make plants look more beautiful.

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Saucer elevates pot for better drainage, anchors pot for maximum stability.

Plant Helpers™ by Corning

HOUSEWARES

(Continued from page 13)

PLASTICS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	Eagle 44-oz oblong SuperSeal	2,002	1.43	2,862.86
2	2	Republic 1-qt uprite Freezette	1,080	2.51	2,710.80
3	3	Republic 1-pt uprite Freezette	1,019	2.51	2,557.69
4	4	Lustro-Ware 11-qt heav dst pl, alm	936	2.42	2,265.12
5	11	Republic 1½-pt uprite Freezette	748	2.51	1,877.48
6	—	Tucker 8-pc bowl set	432	3.77	1,628.64
7	12	Eagle 80-oz SuperSeal	892	1.79	1,596.68
8	—	Eagle SuperSeal lettuce saver	880	1.79	1,575.20
9	14	Wall nylon baster	1,136	1.25	1,420.00
10	16	Texas-Ware 3-qt mixing bowl	628	2.24	1,406.72
11	—	Eagle Mickey Mouse bowl/tmblr st	1,304	1.07	1,395.28
12	6	Family Prod 2-qt bottle	1,023	1.34	1,370.82
13	—	Alabaster 16-oz flute tumbler	2,177	0.62	1,349.74
14	—	Castel Sporkit spoon/fork server	1,503	0.89	1,337.67
15	8	Family Prod 1-qt bottle	1,190	1.07	1,273.30

CLEANING/CHEMICALS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	3M 16-oz Scotch Guard	884	4.67	4,128.28
2	2	White Labs 16-oz X-14 mildew remover	1,185	2.87	3,400.95
3	3	Johnson 14-oz Pledge, lemon	1,164	2.60	3,026.40
4	—	Deka dust pan	3,042	0.89	2,707.38
5	6	Johnson 27-oz Future	768	3.41	2,618.88
6	—	Carbona 24-oz vacuum rug cleaner	1,013	2.42	2,451.46
7	4	Drackett 26-oz Drano	794	2.87	2,278.78
8	5	Glamorene 24-oz Spray 'N Vac	630	3.41	2,148.30
9	7	Liquid gold 14-oz aerosol	648	3.23	2,093.04
10	9	Magic 13-oz Panel Magic	835	2.42	2,020.70
11	—	Johnson 7-oz Glad aerosol wax powder	1,800	1.07	1,926.00
12	—	Hagerty 8-oz copper polish	1,044	1.80	1,879.20
13	12	Johnson 14-oz Pledge	720	2.60	1,872.00
14	—	Johnson 7-oz Glad aerosol wax spray	1,680	1.07	1,797.60
15	20	Glamorene 14-oz upholstry spray	508	3.41	1,732.28

BATH SHOP

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Selfix portable shower spray	355	8.55	3,035.25
2	3	Ekco 18" towel bar	1,311	1.97	2,582.67
3	4	Ekco toilet tissue holder	1,290	1.97	2,541.30
4	5	Selfix twin hooks	2,097	1.07	2,243.79
5	6	Ekco 12" towel bar	1,152	1.79	2,062.08
6	7	Selfix toilet tissue holder	1,477	1.34	1,979.18
7	14	Selfix hooks, 4-pk	1,476	1.25	1,845.00
8	12	Selfix two hooks	2,267	0.80	1,813.60
9	11	Ekco 24" twin towel bar	565	3.14	1,774.10
10	8	Ekco toilet tissue holder	1,042	1.70	1,771.40
11	10	Selfix 24" towel bar	892	1.97	1,757.24
12	2	Selfix shampoo spray	918	1.88	1,725.84
13	17	Ekco 18" twin towel bar	555	2.78	1,542.90
14	9	Ekco 24" towel bar	590	2.33	1,374.70
15	—	American Tack soap dish	150	8.81	1,321.50

RUBBERMAID

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2	Self-closing wastebasket, choc	672	6.25	4,200.00
2	4	10¾" high rec Laundry basket, gold	916	4.49	4,112.84
3	10	Deluxe dish drainer, choc	831	4.94	4,105.14
4	3	10¾" high rect Laundry basket, choc	910	4.49	4,085.90
5	9	Deluxe dish drainer, gold	792	4.94	3,912.48
6	—	Bath mat, gold	1,560	2.42	3,775.20
7	6	10¾" hgh rct Lndry bskt, almond	832	4.49	3,735.68
8	—	Bath mat, chocolate	1,525	2.42	3,690.50
9	8	5¼" deep Dishpan, gold	1,590	2.24	3,561.60
10	19	Twin sink dish drain, choc	859	4.04	3,470.36
11	16	Bath mat, white	1,390	2.42	3,363.80
12	7	15¾" Drainer tray, gold	923	3.59	3,313.57
13	11	Deluxe dish drainer, almond	669	4.94	3,304.86
14	14	Covered wastebasket, chocolate	522	6.25	3,262.50
15	12	Self-closing wastebasket, almond	504	6.25	3,150.00

(Continued on page 19)

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Specialty Items

(Continued from page 13)

prime example of a specialty housewares; it's a combined fork and spoon used for such functions as holding spaghetti or hard-boiled eggs.

A number of single-function products made the cleaning and chemicals chart. They included Hagerty's copper polish, which showed up for the first time, as No. 12; plus the top two items, 3M's Scotch Guard as No. 1 and White Lab's X-14 mildew remover as No. 2.

Corelle and Expression sets account for almost all the action in the tabletop area. As the basic sets have saturated the market, accessories have become more important as consumers start to fill out their sets.

A vital accessory is the completer set; four such Corelle sets made the report, with the offerings in blue and the Wildflower pattern (Nos. 13 and 15) also high risers.

Four different thermometers showed up on the gadget report: three Taylor offerings—a hang/stand oven thermometer, No. 5; a Valuline meat thermometer, No. 13, and a Hi-Lite window thermometer, No. 15—and one Chaney product, a candy thermometer, No. 14.

Only a few new items made

(Continued on page 19)

Up-'n'-Comers, New Stars

The following "High Risers" chart lists items (and their rank) that have moved up five or more places from the previously published HalMar PMA. In addition, under the heading "New Items" are products (and their rank) that are appearing for the first time on the report.

Category/Item	Rank
HIGH RISERS	
TABLETOP	
Corelle 5-pc cmplt st, bl	13
Corelle 5-pc cmplt st, Wldflwr	15
GLASSWARE	
Anchor 24-pc st, Nwprt Cryst	1
Anchor 7-pc tbl srv st, prsct	3
Libbey 12-oz bv, Gd Sy, 8-pk	4
Libbey 8-oz wine, Citation	9
Libbey 6½-oz tall wine, Cttion	10
Libbey 12-oz bv, Gld Bolero	11
Libbey 12-oz bv, Twn Ac, 4-pk	12
Libbey 6-oz red wine, Cttion	15
COOKWARE	
Ekco 15¼" ck sht, Bkr's Scrt	2
Ekco 12-cup mf pn, Bkr's Scrt	4
Ekco 13¼" ck sht, Bkr's Scrt	5
Ekco 17¼" ck sht	6
Ekco 9¼" lf pn, Bkr's Scrt	7
Ekco 8½" lf pn, Bkr's Scrt	11
Ekco 13" oblng pn	15
GADGETS	
Ekco 2⅛" brrl rolling pin	2
Taylor hng/stnd ovn thrm	5
Swing-A-Way bdgt cn opnr	9
Chaney cndy thermometer	14
Taylor Hi-Lite wndw thrm	15
PLASTICS	
Eagle 44-oz SuperSeal	1
Republic 1½-pt uprt Frztt	5

(Continued on page 19)

Regal gives you the security opportunity of the 80's
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Regal All-Purpose Alarm
Regal Startler Portable Burglar Alarm
HIGH
LOW
Regal 3-in-1 Security Light
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2. The versatile Regal All-Purpose Alarm for any window or door at $15.95 retail.
3. The Regal 3-in-1 Security Light that's a power failure light, a nightlight and a flashlight all in one . . . at $9.95 retail.

The right promotion blend

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Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Specialty Items

(Continued from page 18B)

the PMA, reflective of the sparse number of new housewares introduced by manufacturers. These products were primarily from Corning Glass and included the Cass-erette set, No. 5, in the Corning Ware listing, and a 4-pc. mixing bowl with the new Autumn Harvest pattern in Pyrex.

The Pyrex listing also had five items that included basket carriers or were in the Fireside shade. They are stepups from Pyrex's basic clear glass offering and denote the continued interest among discounters and other retailers in trading up customers to higher-ticket basic housewares, using fashion or improved function to justify the higher price points.

Fashion is a major selling point for Corning Ware, with the big question the impact of Wildflower. In this report, Wildflower showed up on five items, compared to four for Spice and only three for Cornflower.

The Wildflower design also captured one place in the tabletop classification, showing up on an Expressions 20-pc. set as No. 8. The pattern beat out Blue Heather, which was No. 9; Batik, the new Expressions design introduced last year, was No. 6.

Up-'n'-Comers

(Continued from page 18B)

Wall nylon baster	9
Texas-Ware 3-qt mxng bwl	10
CLEANING & CHEMICALS	
Johnson 7-oz Gld aer wx pdr	11
Johnson 7-oz Gld aer wx spy	14
Glamorene 14-oz upsty spry	15
BATH SHOP	
Selfix hooks, 4-pk	7
RUBBERMAID	
Deluxe dsh drnr, choc	3
Twin sink dsh drn, choc	10
Bath mat, white	11
CORNING WARE	
Kitchen Starter st, Spice	3
Kitchen Starter st, Wldflwr	4
Kitchen Starter st, Crnflwr	6
Freezer, ovn, tbl st, Spc	10
Freezer, ovn, tbl st, Wldflwr	11
PYREX	
4-pc Mixing bwl st, grn	2
1-pt Liquid measure	4
3-qt Bake dsh w/bskt, Frsd	5
1½-qt Casserol w/bskt, Frsd	10
2-qt Oblong bk dsh	13
9" Pie plate	14
8" Square ck dsh	15

NEW ITEMS

COOKWARE	
Ekco pizza pn, Bkr's Scrt	12
Ekco 8" rnd ck pn, Bkr's Scrt	13
GADGETS	
Bonny pizza cutter	11
Taylor Valueline meat thrm	13
PLASTICS	
Tucker 8-pc bwl st	6
Eagle SuperSeal lttc svr	8
Eagle Micky Mouse bl/tblr st	11
Alabaster 16-oz flute tmblr	13
Castel Sporkit spn/frk srvr	14

HOUSEWARES

(Continued from page 18B)

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
CORNING WARE					
1	1	Menu-ette set, Cornflower	5,379	17.63	94,831.77
2	3	Sidekick	3,915	6.47	25,330.0[illegible]
3	11	Kitchen Starter set, Spice	542	38.02	20,606.84
4	17	Kitchen Starter set, Wildflower	518	38.02	19,694.36
5	—	Cass-erette	3,177	5.93	18,839.61
6	—	Kitchen Starter set, Cornflower	520	33.47	17,404.40
7	10	Grab-It set	1,640	9.17	15,038.80
8	4	Menu-ette set, Spice	639	23.21	14,831.19
9	6	Menu-ette set, Wildflower	588	23.21	13,647.48
10	—	Freezer, oven & table set, Spice	439	29.69	13,033.91
11	—	Freezer, oven & table set, Wildflower	436	29.69	12,944.84
12	8	6-cup Teapot, Cornflower	996	12.95	12,898.20
13	2	6-cup Teapot, Spice	832	14.66	12,197.12
14	5	6-cup Teapot, Wildflower	832	14.66	12,197.12
15	15	Large open roaster, Wildflower	624	18.35	11,450.40
PYREX					
1	3	Bake 'N Serve set, Fireside	4,554	11.15	50,777.10
2	12	4-pc Mixing bowl set, green	2,306	12.59	29,032.54
3	7	3-qt Oblong bake dish	4,548	4.67	21,239.16
4	16	1-pt Liquid measure	7,627	2.33	17,770.91
5	10	3-qt Bake dish w/basket, Fireside	1,828	8.36	15,282.08
6	—	4-pc Mixing bowl set, Autumn Harvest	1,208	12.59	15,208.72
7	—	1-qt Casserole, white	8,460	1.79	15,143.40
8	—	9" Pie plate, white	8,424	1.79	15,078.96
9	9	1-cup Liquid measure	7,950	1.79	14,230.50
10	—	1½-qt Casserole w/basket, Fireside	1,874	7.46	13,980.04
11	1	3-qt Bake dish w/basket	1,030	13.04	13,431.20
12	4	2-qt Casserole w/basket	933	13.04	12,166.32

Source: HalMar Distributors

AS ADVERTISED
3.99
reg. 5.99

Several items from the housewares department are tied together in this Burlington, Mass., Bradlees endcap. Tags are often used to tell customers price and location of items. (DSN photo)

Presto hands you the premium line.

...with the premium SilverStone® finish.

DU PONT
APPROVED
SilverStone
PREMIUM
NON-STICK SURFACE

How can you top this great fry pan and griddle line? With Du Pont SilverStone® premium nonstick surface inside and out. Presto® FullFry™ skillet, a full size 12 inch wonder, with the FLIP 'N SERVE tempered glass cover that doubles as a serving dish. The big 15 inch Presto® jumbo fry pan cooks a complete dinner for eight and the high dome cover accommodates even large roasts. Now Presto hands you a full size 17 inch griddle, too. All start with an aluminum casting that's virtually warp proof . . . all are finished with SilverStone® premium nonstick surface.

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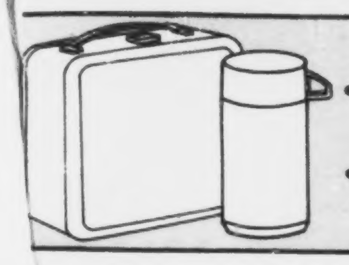
OUR 75TH YEAR PRESTO®

. . . innovation to make it first—quality that makes it last and last™



BACK-TO-SCHOOL BUYING PREVIEW

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Home Office Labeled Top Growth Area

y M. Raymond Prendergast
President,
Boston Distributors

The emergence of home office oducts as the growth cate-ry of the future is reflected in e station-y Product ovement udit for 979. Home fice is the ngle most mportant ictor to be onsidered y the mass merchant in rela-ion to the stationery depart-ent.

Population shifts to the post-chool-age groups will result in ontinued market share growth or this category throughout he 1980's. We enjoyed a 40% ncrease in sales in home office roducts during 1979 with high-icket cabinets and security hests leading the way.

While 50% of our sales occur uring the peak tax-time sell- season, we have found that e items respond well to pro-tion during other times of e year as well. To meet the eeds of the future, the mass ierchant should offer a broad ssortment of file boxes, porta iles, security chests and file abinets.

Business forms, ledger ooks, office binders, tele-hone-address books, columnar ads, expanding files, en-elopes, high-count labels and paper clips have also illustrated their importance in the home office category and should be well represented.

Money Maker

The top item of the category in 1979 remained high-count typing paper. (We expect the security chest and the two-drawer file cabinet to edge out typing paper in dollar volume in 1980.)

The 80-count steno book was our second-best item, and file folders in a 12-count package ranked third. Legal pads, Corrasable typing paper and tablets, index cards and expanding files rounded out our top 10 for 1979 in home office products.

Movement growth in school supplies, while not approaching the degree of home office, was a healthy 25% over 1978. If one item stands out from the rest, it has to be Papermate's Erasemate Pen which surpassed 10-pack pens and 10-pack pencils to become our best product in this category. Papermate, which also experienced substantial growth with its 10-pack stick pen, has marketed a single-pack pen to compete with

(Continued on page 36)

STATIONERY

Figures supplied by Boston Distributors, a division of Cook United, Maple Heights, Ohio, cover 320 stores, including 290 discount department stores, in 18 states. Average retail prices listed by the distributor reflect typical price points for discount clients.

SCHOOL PAPER & NOTEBOOKS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Mead Filler Paper 200ct Wide Margin	425,232	0.99	420,979
2	Mead Filler Paper 200ct Narrow Margin	189,579	0.99	187,683
3	Mead Theme Book 70ct	204,624	0.79	161,652
4	Mead Theme Book 3 sub 120ct	52,704	1.29	67,988
5	Mead Theme Book 5 Sub 200ct	15,960	2.29	36,548
6	Mead Theme Book 5 Sub 200ct Wide Margin	14,496	2.39	34,645
7	Mead Organizer Binder	7,848	4.19	32,883
8	Mead Data Center Binder	7,308	4.19	30,620
9	Mead Trapper Keeper Binder	6,564	4.19	27,503
10	Stuart Hall Theme Book 100ct Wide Margin	25,380	0.99	25,126
11	Mead Construction Paper Asst 48ct	23,112	0.89	20,569
12	Mead Portfolios 2 Pocket 5 pk	15,360	1.29	19,814
13	Stuart Hall Kiss Theme Book 50ct	20,424	0.89	18,177
14	Mead The System Binder	5,628	3.09	17,330
15	Mead Canvas Binder 2"	3,780	4.19	15,838
16	Mead Fashion Portfolio	46,272	0.33	15,269
17	Duo Tang Report Cover	60,900	0.25	15,225
18	Union Camp Theme Book 100ct College Rule	17,136	0.79	13,537
19	Plymouth Peanuts Padfolio	3,348	3.79	12,688
20	Mead Filler Paper College Rule 100ct	14,112	0.79	11,148

STATIONERY

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Mead Envelope 6½" 100ct	107,976	0.69	74,503
2	Mead Envelope Legal 50ct	89,784	0.69	61,950
3	Mead Security 6½" 80ct	16,896	0.79	13,347
4	Mead Tablet Ruled 100ct	17,964	0.69	12,395
5	Mead Security Legal 40ct	13,560	0.79	10,712
6	Mead Tablet Plain 100ct	11,760	0.69	8,114
7	Mead Envelope Press & Seal 40ct	8,424	0.79	6,654
8	Mead Boxed Stationery 90 sheet	3,384	1.69	5,718
9	Mead Tablet Ruled 60ct	7,236	0.53	3,835
10	Montag Thank You Notes	3,936	0.89	3,503
11	Mead Fashion Tablet-Moods in Blue	5,532	0.63	3,485
12	Mead Envelope Return Address 28ct	6,360	0.53	3,370
13	Mead Fashion Tablet Favorite Things	3,984	0.79	3,147
14	Montag Stationery Tea Roses	2,208	1.39	3,069
15	Mead Fashion Tablet Pallette	2,844	0.99	2,815
16	Mead Tablet Plain 60ct	5,256	0.53	2,785
17	Mead Fashion Tablet Visions	2,791	0.99	2,768
18	Stuart Hall Thank You Notes Asst	3,000	0.89	2,670
19	Montag Stationery Only A Rose	1,300	1.79	2,327
20	Montag Stationery—Mountains of Letters	1,656	1.39	2,310

TAPES & ADHESIVES

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Scotch Utility Tape RK 2½ x 800"	57,624	0.49	28,235
2	Scotch Magic Tape #104 ½ x 450"	46,565	0.59	27,473
3	Krazy Glue	15,030	1.39	20,891
4	Scotch Magic Tape #105 ¾ x 350"	35,256	0.59	20,801
5	Elmers School Glue 4 oz	22,920	0.79	18,106
6	Scotch Tape #174 ½ x 1100"	16,944	0.89	15,080

(Continued on page 36)

WIN AN M.V.P. AWARD!

Enter Disney's M.V.P. (Most Valuable Promotion) contest for fourth quarter 1980—and win the recognition you deserve for your MOUSE POWER PLUS promotion.

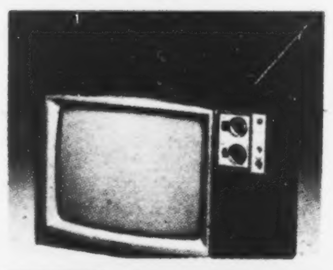
FOR CORPORATE HEADQUARTERS BUYERS: 8 GRAND PRIZES

An all-expense-paid trip for 2 adults and 2 children to Walt Disney World for 3 days and 2 nights.

ONE PRIZE WINNER FOR EACH TYPE OF STORE INCLUDING:

- Department/Catalog —Retail
- General Merchandise, Jr. Department and Variety Chains
- Discount
- Free-Standing Toy
- Drug Chains
- Catalog/Showroom
- Automotive/Hardware
- Independent/Specialty

FOR STORE MANAGERS OR DEPARTMENT MANAGERS: 24 PRIZES.



8 FIRST PRIZES:
15" color TVs.

8 SECOND PRIZES:
Mickey Mouse telephones.

8 THIRD PRIZES:
Mickey Mouse wall clocks.

THREE WINNERS IN EACH OF THE EIGHT RETAIL CATEGORIES!

PLUS a certificate of participation to all corporate headquarters and individual stores that submit entries.

EVERYONE WINS!

Disney's 4th quarter MOUSE POWER PLUS promotion puts profit in your pocket...Basic, staple merchandise. High mark-up and low mark-down. Nationwide recognition. Proven sales velocity and profit.

MOUSE POWER PLUS PROFIT PROGRAM

FREE* Exciting Magic Kingdom Christmas display posters for windows or counters. This 24" × 36" full-color poster is printed on both sides. PLUS

FREE* Magic Kingdom Activity and Coloring Book as a traffic building customer attraction. Big 10" × 10". Eight pages of activities and coloring fun with all the favorite Disney characters at the Magic Kingdom.

BE A SUPERSTAR!

Enter Disney's M.V.P. contest. Win a prize and put profit in your pocket! Send for details today. (See coupon below.)

Walt Disney Productions,
Character Merchandising Division
477 Madison Avenue, New York, NY 10022
Tel: (212) 593-8900

PLEASE send more information on rules and details for Disney's M.V.P. contest.

Name__________
Store Name__________ Title__________
Address__________
City__________
State__________ Zip__________

*Quantities are free with Disney character merchandise commitment.

© 1980 Walt Disney Productions

BACK-TO-SCHOOL BUYING PREVIEW

STATIONERY

(Continued from page 33)

TAPES & ADHESIVES

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
7	Elmers Glue 4 oz	14,376	0.79	11,357
8	Scotch Tape #119 ½ x 800"	12,264	0.89	10,914
9	Sno Drift White Paste 5 oz	21,336	0.49	10,454
10	Elmers Glue 8 oz	7,830	1.29	10,100
11	Elmers School Glue 1¼ oz	22,272	0.39	8,686
12	Ross School Glue 4 oz	11,004	0.69	7,592
13	Dennison Glue Stick	12,100	0.59	7,139
14	Elmers Wonder Bond	4,116	1.69	6,956
15	3M Super Strength Adhesive	3,852	1.69	6,509
16	Scotch Refillable Dispenser	6,240	0.99	6,177
17	Scotch Magic Tape Refill ½ x 850"	5,712	0.99	5,654
18	Elmers Glue 1¼ oz	11,424	0.39	4,455
19	Rose Rubber Cement 4 oz	5,124	0.85	4,355
20	Ross Mucilage 3 oz	4,032	0.49	1,975

WRITING INSTRUMENTS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Papermate Erasemate Pen	74,724	1.29	96,393
2	Empire Pencils 10 pk	100,992	0.79	79,783
3	Bic Pens 10 pk	53,808	1.19	64,031
4	Magic Markers 20 pk	15,601	1.79	27,925
5	Bic School Special 3 pc	50,112	0.53	26,559
6	Parker Jotter Ball Pen	5,196	3.89	20,212
7	Papermate Write Brothers Pen 10 pk	15,480	1.29	19,969
8	Bic Clic 2 pc Special	25,237	0.79	19,937
9	Bic Pen 5 pk	20,372	0.79	16,093
10	Magic Marker Liquid Crayons Fine 10 pk	7,848	1.99	15,617
11	Bic Banana Ink Crayon 10 pk	8,208	1.79	14,692
12	Papermate Fi Fo Fum 10 pk	7,260	1.79	12,995
13	Bic 4-Color Pen	9,396	1.29	12,120
14	Fantastick Marker	10,056	1.19	11,966
15	Berol Roller Pen 3 pk Special	10,104	1.09	11,013
16	Papermate Power Point Slim	3,762	2.69	10,119
17	Papermate Contour Pen	5,040	1.99	10,029
18	Scripto Push Point Pencil	10,800	0.89	9,612
19	Parker Systemark Pen	2,604	3.49	9,087
20	Carter Marks A Lot Black	15,000	0.59	8,850

(Continued on page 41)

Discount Store News

PMA

PRODUCT MOVEMENT AUDIT

Home Office

(Continued from page 33)

Bic for the 1980 season.

By correlating Erasemate allocations to the account's overall business, Papermate is attempting to spur stick pen distribution. Bic has maintained the dominant position in the school supplies area, garnering six positions on our 1979 top 20. Ten-pack pens were our No. 2 item, and the three-piece school special, the two-pack Clic, five-pack pens and four-color pens all placed in the top 10.

Markers were led by Magic Marker's promotional 20-pack while the leader among the single markers was Carter's Mark A Lot. Pencils were led by Empire's 10-pack. Scripto's new entry, the Push Point, was our leading sku in the automatic pencil segment.

Paper and theme books, the No. 1 category in the department, showed little change from the previous year with the exception of a slight trend from filler paper to theme books. Two hundred-count filler (the No. 1 and No. 2 items) showed a 15% sales increase in 1979 while combined theme-book volume was 20% ahead of 1978.

Three Others

The 70-count and 120-count three-subject themes were the No. 3 and No. 4 products respectively. The 200-count five-subject theme replaced the 250-count as our No. 5 item.

Mead's specialty binders, supported by national TV advertising, did surprisingly well with its new entry, the Trapper Keeper, gaining the No. 8 position.

(Continued on page 41)

Expanded Show Set For May 18-21

NEW YORK—The National Stationery Show has expanded to all four floors of the New York Coliseum for its exposition to be held May 18-21.

Hours for the show will be Sunday, 10 a.m. to 7 p.m.; Monday and Tuesday, 9 a.m. to 6 p.m., and Wednesday, 9 a.m. to 5 p.m.

Jamesway's Sales Up 20% For Year

SECAUCUS, N.J.—Jamesway reported record sales of $242 million for the fiscal year ended Feb. 2, 1980, not including leased department volume. The total is a 20% increase over the previous year's sales of $202 million.

Net income is expected to be in excess of last year's $5.8 million, but not in proportion to the sales increase.

SHOW & SELL
Distributor Rotor
Distributor Cap
Spark Plugs
Tune-Up Kit
Electronic Ignition Repair Kit
Designed for Do-It-Yourselfers
Ballast Resistor
Silicone Spark Plug Wire Set
Tune-Up Kit
Mopar

Discount Store News

PMA

RODUCT MOVEMENT AUDIT

STATIONERY

(Continued from page 36)

FILE BOXES & DESK ACCESSORIES

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Ballanoff Security Chest #1387	2,124	17.99	38,210
2	Ballanoff File Cabinet 2 Drawer	648	45.99	30,261
3	Ballanoff File Cabinet 4 Drawer	460	59.99	27,595
4	Ballanoff Porta File Giant #1912	1,140	5.29	6,030
5	Ballanoff Security Chest #1385	569	9.99	5,684
6	Ballanoff Porta File #2612	995	4.29	4,268
7	Ballanoff "Check" Plastic #2499	1,212	3.39	4,108
8	Sterling Desk Mate #288	972	3.89	3,781
9	Sterling Desk Tray #282	1,388	2.69	3,733
10	Syndicate File Box Green 5 x 8	1,312	2.29	3,004
11	Syndicate File Box Decorated 3 x 5	2,221	1.09	2,420
12	Sterling File Box Smoke 3 x 5	700	3.29	2,303
13	Syndicate File Box Green 3 x 5	2,530	0.89	2,251
14	Syndicate File Box Green 4 x 6	1,567	1.39	2,178
15	Sterling Memo Holder Smoke 4 x 6	660	3.29	2,171
16	Ballanoff Porta File #1612	420	5.09	2,137
17	Sterling Letter File #274	426	4.99	2,125
18	Sterling Recipe Box 3 x 5	2,856	0.69	1,970
19	Sterling Drawer Organizer #299	771	2.19	1,688
20	Springfield Box File #901A	366	4.29	1,570

OFFICE & TYPING SUPPLIES

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Mead Typing Paper 200ct	34,416	1.59	54,721
2	Mead Steno Book 80ct	27,696	0.75	20,772
3	Amberg File Folders 12ct	12,738	0.89	11,336
4	Mead Legal Pad 14"	12,192	0.89	10,850
5	Mead Legal Pad 11"	15,696	0.69	10,830
6	Mead Typing Paper Tablet 40ct	10,860	0.89	9,665
7	Mead Accounting Book 150ct	3,110	2.99	9,298
8	Eaton Typing Paper Corrasable Pad	8,940	0.99	8,850
9	Mead Index Cards Ruled 3 x 5	21,696	0.39	8,461
10	Eaton Typing Paper Corrasable 1 lb	4,440	1.69	7,503
11	Mead Clip Folio	2,016	3.59	7,237
12	Carter Carbon Paper	10,872	0.59	6,414
13	Artistic Adding Machine Rolls 2 pk	5,628	0.99	5,571
14	Bates Telephone Index	1,254	4.39	5,505
15	Mead Clasp Envelopes 9 x 12	12,200	0.45	5,490
16	Red Rope Expanding File 10 x 12	3,192	1.69	5,394
17	Eaton Tele-Address Book Large	1,776	2.99	5,310
18	Eaton Tele-Address Book Small	2,760	1.89	5,216
19	Vernon McMillan Vinyl Ledger	2,880	1.79	5,155
20	Vernon McMillan Accounting Book	2,208	1.99	4,393

MISCELLANEOUS SCHOOL SUPPLIES

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Crayola Crayons 64ct	22,038	2.19	48,263
2	Crayola Crayons 24ct	46,836	0.99	46,367
3	Crayola Crayons 48ct	16,164	1.79	28,933
4	Dymo Pencil Sharpener (Electric)	1,926	12.99	25,018
5	Jason Scissors 5" Pointed	22,248	0.75	16,686
6	Crayola Crayons 16ct	25,596	0.65	16,637
7	Jason Scissors 4" Blunt	22,956	0.69	15,839
8	Crayola Crayons Jumbo 8ct	15,900	0.99	15,741
9	Mead Poster Board White	68,100	0.23	15,663
10	Swingline Tot Stapler	9,036	1.39	12,560
11	Crayola Crayons Plastic 24ct	9,378	1.29	12,097
12	Mead Water Colors 8's	10,464	0.99	10,359
13	Swingline Cub Stapler	3,138	2.89	9,068
14	Crayola Crayons 8ct	24,648	0.35	8,626
15	Mead Watercolors 16's	6,036	1.29	7,786

Source: Boston Distributors

Home Office

(Continued from page 36)

The fashion business for ack-to-school this year will be ronger due to the scheduled ay 1980 release of the "Star ars" sequel, "The Empire trikes Back." Stuart Hall has on the rights to "Star Wars" nd is responding with a line of eme books, portfolios, memo ads and pencil tablets.

Manton will feature "Star [illegible]" in a line of cork boards. [illegible] fashion themes which [illegible] good for 1980 are Stuart ail's Muppets and Pro Sports' e of Pro Football. Both Mead d Union Camp have marted lines featuring Olympic orts. If the United States ycotts the games, we would ggest going very light on the ympics theme.

Apparel

(Continued from page 24)

nded one. They're wise—we 't touch them. We can't come, so we have to duplicate m as closely as we can," he l. "We can get top quality imitate pocket treatments, e can offer a reasonable facile to those who can't afford igner jeans."

uyers are enthusiastic ut Garanimals and other coinated outfits—some say line still needs style and la- improvement in larger s. Hills goes to other labels rder to run three or four ups of coordinates in dif- nt size and fabric group-

Aid Multiple Sales

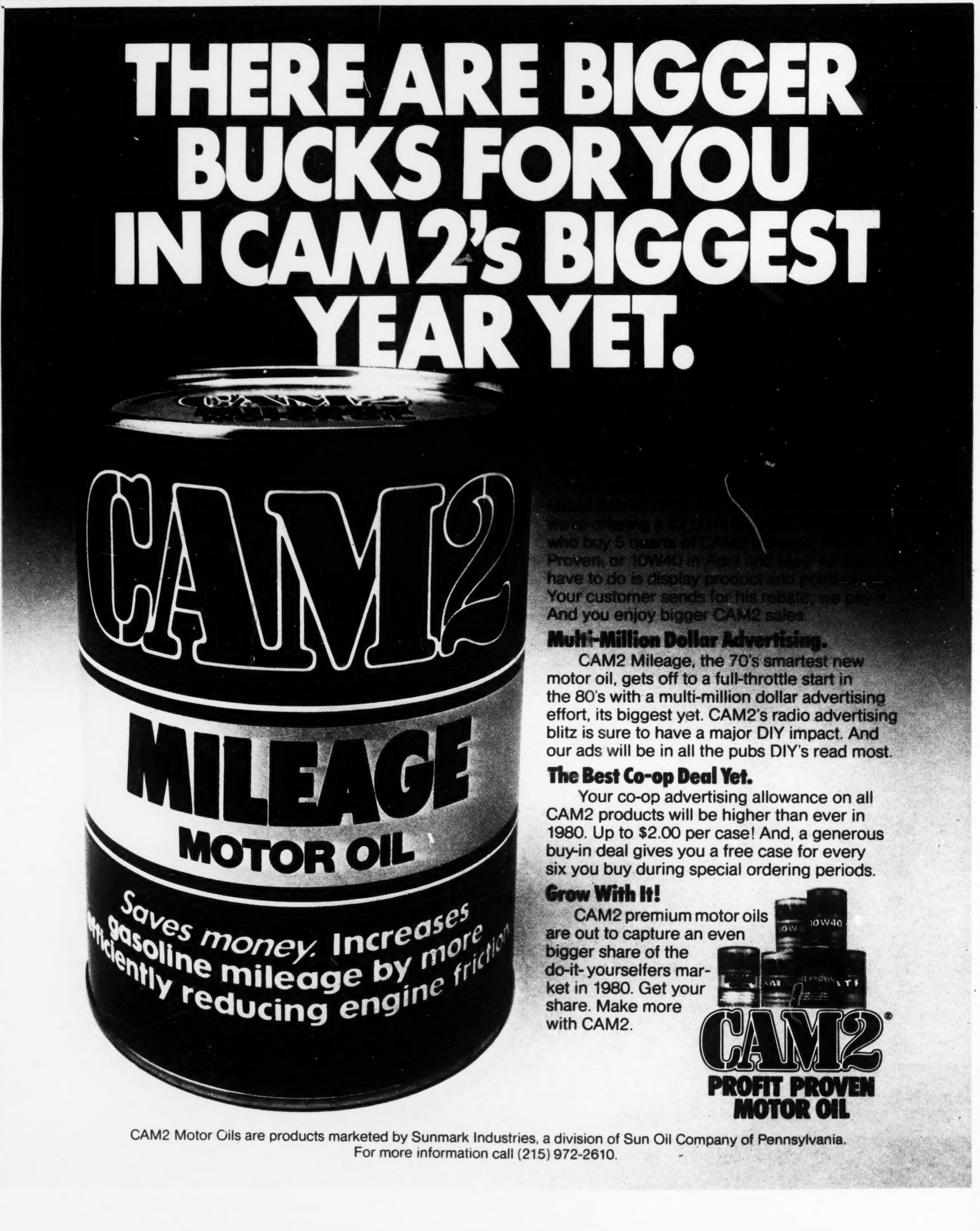
"They help multiple sales and encourage people to shop us—because customers will find everything they need," said the Hills spokesman.

In outerwear, the emphasis is on nylon ski jackets, vests, with zip-off sleeves. Classic trench styles are seeing a resurgence and many merchandisers are planning inexpensive rabbit jackets and fake furs.

Export Business Booms In Writing Instruments

WASHINGTON, D.C.—Export sales of writing instruments and parts increased 20.8% for the first nine months of 1979 and were expected to reach $125 million for the year, according to the Writing Instrument Manufacturers Association.

The greatest increases were in the export of ballpoint pens, markers and parts, attributed to increased shipments to Japan, Venezuela, Spain and Hong Kong. Saudi Arabia, Japan, Hong Kong and Arabian Emirates were the strongest markets for fountain pens.


CAM2
MILEAGE
MOTOR OIL
Saves money. Increases gasoline mileage by more fficiently reducing engine friction
10W40

THERE ARE BIGGER BUCKS FOR YOU IN CAM2's BIGGEST YEAR YET.

[illegible] we're offering a [illegible] who buy 5 quarts of CAM2 [illegible] Proven, or 10W40 in April and May. All [illegible] have to do is display product and point-of-[illegible] Your customer sends for his rebate; we pay it. And you enjoy bigger CAM2 sales.

Multi-Million Dollar Advertising.

CAM2 Mileage, the 70's smartest new motor oil, gets off to a full-throttle start in the 80's with a multi-million dollar advertising effort, its biggest yet. CAM2's radio advertising blitz is sure to have a major DIY impact. And our ads will be in all the pubs DIY's read most.

The Best Co-op Deal Yet.

Your co-op advertising allowance on all CAM2 products will be higher than ever in 1980. Up to $2.00 per case! And, a generous buy-in deal gives you a free case for every six you buy during special ordering periods.

Grow With It!

CAM2 premium motor oils are out to capture an even bigger share of the do-it-yourselfers market in 1980. Get your share. Make more with CAM2.

CAM2®
PROFIT PROVEN
MOTOR OIL

CAM2 Motor Oils are products marketed by Sunmark Industries, a division of Sun Oil Company of Pennsylvania.
For more information call (215) 972-2610.

HEALTH & BEAUTY AIDS

Figures supplied by Boston Distributors, a division of Cook United, Maple Heights, Ohio, cover 320 stores, including 290 discount department stores, in 18 states. Average retail prices listed by the distributor reflect typical price points for discount clients.

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
MEN'S GIFT SETS				
1	Old Spice Set #3384	5,754	5.25	30,2088
2	English Leather Set 941	4,960	5.00	24,800
3	British Sterling Set 4030	3,789	5.00	24,628
4	Brut 33 Splash/Soap Set 5117	5,029	4.85	24,390
5	Brut 33 Splash/Deod. Set 5125	4,025	3.85	16,189
6	English Leather Set 931	2,552	6.00	15,312
7	Brut 33 Splash/Spray Deod. Set 5109	4,205	3.50	14,717
8	Aqua Velva Travel Set 82626	1,661	7.99	13,271
9	English Leather Set 900	1,567	7.00	10,969
10	Williams Mug Set 82436	1,095	9.95	10,895
LADIES' STOCKING STUFFERS-TRIAL				
1	Cachet Stocking Stuffer Deal #4610	204	77.04	15,716
2	Windsong Stocking Stuffer Deal #4638	243	63.36	15,396
3	Coty Stocking Stuffer Deal #99019	63.72	13,763	
4	Jean Nate Stocking Stuffer DL 21409	231	54.00	12,474
5	Coty Wild Musk Bear Stocking Stuffer 96569	226	44.10	9,966
6	Love Baby Soft Bear DL #39504	175	43.20	7,560
7	Jovan Ladies Purse Spray Asst. #JF90	73	76.74	5,602
8	Dana Sprite II Ambush/Tabu Asst. H0249	63	84.00	5,292
9	Rive Gauche Stocking Stuffer Asst. #26158	69	65.77	4,538
10	Coty Le'Sport Trial Sz DL #98519	74	42.48	3,143

$ Rank	Item	Unit Movement	Suggested $ Retail	Total $ Movement
LADIES' GIFT SETS				
1	Enjoli Purse Pair Set #2105	3,499	7.50	26,242
2	Windson Touchup Spr/Spr Perf Set #4628	3,224	6.75	21,762
3	Coty Emeraude Set Spr/Spr Perf #919	2,935	6.75	19,811
4	Dana Tabu Set #821	2,378	7.50	17,835
5	Jean Nate Lingering Pleasures Set #185	2,556	6.25	15,975
6	Coty Emeraude Spray/Talc Set #902	2,257	6.75	15,234
7	Coty Emeraude Spray/Dusting Pdr #911	2,482	5.95	14,767
8	Coty Wild Musk Crm Perf/Spray Set #932	2,454	5.50	13,497
9	Prince Matchabelli Duet Set #4625	2,421	5.50	13,315
10	Cachet Spray Col/Spr Perf Set 4602	1,522	7.50	11,415
LADIES' FRAGRANCES				
1	Charlie Spray Cologne 4-oz #3734	17,745	4.85	86,063
2	Charlie Spray Cologne 1.7 oz #9116	5,214	8.00	41,712
3	Cachet Natural Spray 1.1 oz #5183	5,392	6.25	33,700
4	Jovan Musk Spray Concentrate JF994	4,087	8.00	32,696
5	Enjoli Natural Spray 1.25 oz #1300	4,108	6.50	26,702
6	Charlie Splash Col 2¼ oz #0686	3,034	8.00	24,272
7	Windsong Natural Spray 1.1 oz #6564	4,078	5.75	23,448
8	Enjoli Spray 5 oz #1305	6,352	3.50	22,232
9	Jontue Spray 2.4 oz #9103	2,750	8.00	22,000
10	Aviance Natural Spray 1.1 oz #4087	3,221	6.50	20,936
MEN'S FRAGRANCES				
1	Old Spice After Shave 4¾ oz 3710	27,378	3.50	95,823
2	Jovan Men's Musk After Shave 4 oz JF901	10,035	7.50	75,262
3	Old Spice Cologne 4.75 oz 3720	17,082	4.10	70,036
4	Jovan Men's Musk Spray 3 oz JF902	7,550	7.50	56,625
5	Brut 33 Splash 7 oz 8085	18,432	2.97	54,743
6	Old Spice After shave 8.75 75 oz 3711	9,001	5.20	46,805
7	English Leather After Shave 4 oz 913	7,331	4.00	29,324
8	Mennen Skin Bracer 6 oz	11,250	2.51	28,125
9	British Sterling AS 4 oz 4001	4,501	6.00	27,006
10	Aqua Velva Ice Blue 16 oz	11,000	2.39	26,292

(Continued on page 77)

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Fragrance Biz Swells Hot 25%

By M. Raymond Prendergast
President,
Boston Distributors

A better-balanced merchandise mix with a greater emphasis on single-bottle rather than gift-set sales spurred a 25% growth in fragrance volume for Christmas 1979.

Increased representation of women's fragrances and greater use of Christmas merchandisers and stocking stuffers also contributed to our gain.

Women's single-bottle fragrances showed a 35% sales increase over 1978 with Charlie again leading the Product Movement Audit for December. Holiday sales of this brand, however, declined and 1980 will undoubtedly see a tightening of the line.

Cachet and Jovan Musk remained strong in the single-bottle segment, ranking No. 3 and No. 4, respectively. Enjoli, Charles of the Ritz's 1978 entry, established a significant increase due to greater availability of the product.

Enjoli's sell-through for us was nearly 100%, and it ranked No. 5. Matchabelli's Windsong and Revlon's Jontue demonstrated strong sales as did Aviance. Matchabelli's commitment to the support of Aviance finally appeared to be paying off as the brand placed in the top 10 for the first time. Of the new 1979 entries, Chimere (Matchabelli) and Oleg Cassini for Women (Jovan) will be sure winners in 1980.

More Winners

Value sets under $7.50 dominated the gift category in 1979 with Enjoli setting the pace as a new fragrance entry. Coty, with Emeraude and Wild Musk taking four positions, held onto its leadership of the gift segment. Matchabelli was close with Windsong and Cachet garnering three spots. Dana's Tabu and Jean Nate also placed in the year's 10 best sets.

Jean Nate again controlled the bath market with five entries on the PMA. Jovan, Charlie, Enjoli and Windsong also scored well in this strong growth category.

Cachet and Windsong won the top two positions in the stocking stuffer listing. A more definitive description of this valuable selling size is "impulse or trial size." Consumers, especially the young, react favorably to the lower price points as a means of sampling a new fragrance.

The men's gift-set category showed only a 10% increase in dollar volume in December. Although Old Spice retained its No. 1 position, the franchised lines showed the greatest growth. English Leather (Mem) and British Sterling (Speidel) had exceptionally strong brand shares.

Single-bottle men's fra-

(Continued on page 77)

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Jovan
Houbigant

Women's single-bottle fragrances enjoyed a 35% sales increase at Christmas while lower-ticket sets dominated the gift category. This upgraded display is at Venture in the Norridge section of Chicago.

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Fragrance

(Continued from page 74B)

grances, led by Old Spice and Jovan, showed a 25% increase. Brut 33 slipped to the No. 5 slot and Mennen's Skin Bracer fell to No. 8. English Leather, British Sterling and Aqua Velva rounded out this PMA. The new entries this year that bear watching are Revlon's Chaz, Jovan's Oleg Cassini, Lever's Denim and Mennen's Millionaire.

It should be noted that Christmas fragrance deals, available for most men's and women's brands, have provided a means of supplementing holiday assortments and contribute to a more festive environment.

These deals range from gift sets to stocking stuffers and also contain the fastest moving sku's of the fragrance line. The flexibility of this type of merchandising lends itself to all types of retail outlets. The sales of fragrance deals should not be limited to the Christmas selling season as year-round sales will be significant.

HEALTH & BEAUTY AIDS

(Continued from page 74B)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
FRANCHISED BATH				
1	Jean Nate Splash 16 oz #9	3,463	5.50	19,046
2	Jovan Musk After Bath 8 oz JF991	3,011	4.50	13,549
3	Jean Nate Splash 8 oz #11	3,800	3.50	13,350
4	Jean Nate Talc 4 oz #19	3,782	2.75	10,400
5	Jovan Musk Dusting Powder JF996	1,558	6.50	10,127
6	Jean Nate Dusting Powder #20	1,829	4.95	9,053
7	Charlie Dusting Powder 5 oz #8598	906	9.00	8,154
8	Enjoli Dusting Powder #1505	1,068	7.50	8,062
9	Windsong Dusting Powder 8 oz #6097	989	8.00	7,912
10	Jean Nate Bath Beads 15 oz #46	2,610	2.50	6,525
LADIES' FRAGRANCE DISPLAYS				
1	Aviance Xmas Display Asst 4658	202	174.50	35,249
2	Jean Nate Xmas Asst 21407	217	148.50	32,224
3	Enjoli Gift Collection Deal 20007	207	155.25	32,136
4	Giftique Raggedy Anne Asst 3808	169	124.15	30,981
5	Cachet Xmas Asst 4612	179	167.00	29,893
6	Smitty Asst Fragrance DL 952	141	202.20	28,510
7	Coty Emeraude Fragrance Asst 992	189	148.50	28,066
8	Windsong Xmas Asst 4639	179	141.50	25,328
9	Chimere Introductory Asst 3808	169	124.15	20,981
10	Jovan Fragrance Asst JF80	176	115.10	20,257

Source: Boston Distributors

Color Photo Lab Part Of Lucky's Picture

DUBLIN, Calif.—Lucky Stores has opened a photofinishing laboratory in La Mirada, Calif., that will serve almost 200 company stores, including the three dozen Gemco discount stores in southern California.

The facility, called Horizon Custom Color Labs, is geared to handle more than 4,000 rolls of films a day. It processes only 110, 126 and 135 color film.

Black and white film, movies and slides are processed for Gemco and the other stores operated by Lucky by an outside photo lab.

Box Stores Hot

(Continued from 18A)

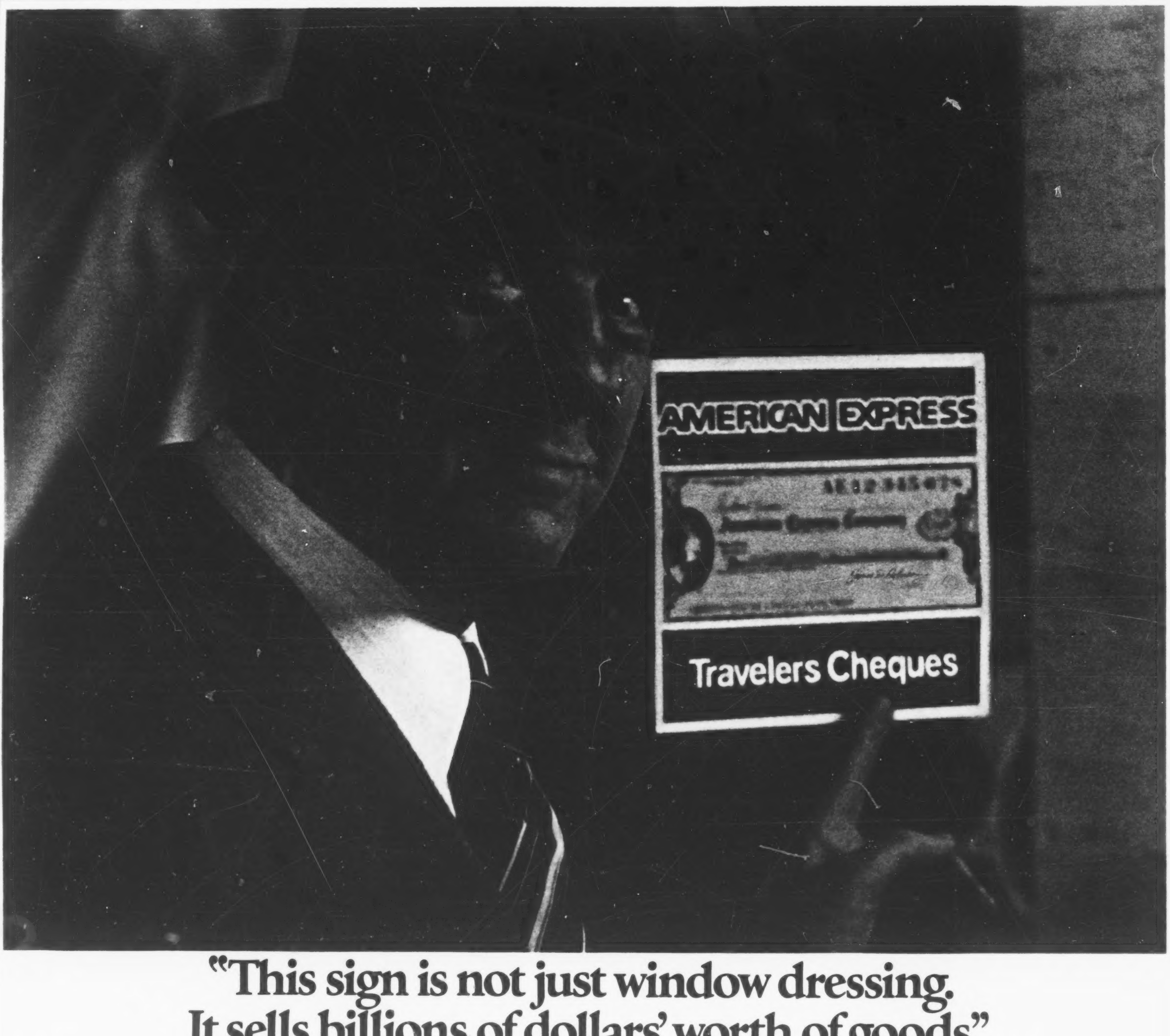
Babic cited statistics which show an average supermarket grossing $80,000 weekly and some box stores grossing $100,000 in far less space and with less than a 10th of the sku's of their conventional competitors.

Box stores, he added, can be profitable on gross margins of 10%-12% while supermarkets need margins of at least 20%. Labor costs are kept lower in box stores by employing a greater proportion of part-timers; utility costs are minimized by excluding most or all frozen and refrigerated foods, and advertising is typically less than 0.5% of sales compared to 1% to 1.5% for supermarkets.

However, operating economies and low prices alone aren't enough to guarantee the long-term success of utilitarian food outlets. "Anybody who thinks plain piperacks and low overhead are a surefire answer hasn't tried to buy a suit at Robert Hall lately," Babic said.

The key, he explained, is whether inflation will continue near its present high level.

"The consumer still has to go to a supermarket for significant segments of her shopping needs. If inflation stops, or slows down noticeably, supermarket prices could approximate those in box stores. That could make the extra trip to the box store not worth the time and gasoline. We could see a lot of empty stores."



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"People who carry American Express Travelers Cheques do notice our sign. In fact, research proved that many of them prefer to shop where they see this sign.*

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*Source: 1977 Bruskin Study

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Manager of Retail Relations
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New York, New York 10004

Name ______
Address ______
City ______
State ______ Zip ______
How many decals do you need? ______

American Express® Travelers Cheques. Don't do business without them.™

DIY CENSUS

HOME IMPROVEMENT

Discounters Plan Nearly 300 More DIY Departments

By Miles W. McBurney

Many of the leading chains in discounting have made major new commitments to capture an expanding share of the home improvement market.

Discounters began 1980 with more than 1,500 home improvement departments, approximately 300 more than were in operation a year ago. Present plans call for nearly 300 departments to be added in the 1980 DIY census year (Feb. 1, 1980, to Jan. 31, 1981).

While 1,800 home improvement departments is a formidable retail force—one that has the home center industry sitting up and taking notice—discounters can really be divided in two categories: K mart and everybody else.

K mart is currently operating 916 building material departments averaging about 4,400 sq. ft. A chain spokesman said that 100-125 additional departments (all in stores other than the 40,000 sq. ft. Group 9s) will be opened this census year, some as large as 7,500 sq. ft.

Besides their sheer numbers, K mart runs some of the most complete home improvement sections in the discount industry. When building material departments, with their paneling, lumber, shelving, plumbing fixtures and other merchandise are added to related DIY departments such as hardware, paint, electrical and lawn and garden, a K mart store's approximately 20,000 sq. ft. of DIY space is competitive with the area of many home centers.

In the second tier of home improvement discounters, the major forces are T.G. & Y. and a hard-charging Woolco.

T.G. & Y. is operating 130 stores with home improvement departments and will up that number to 160 in the census year. Woolco, which in 1978 had a mere 13 departments, began 1980 with 63 and plans to add 49 for a total of 112.

Wal-Mart, one of the most successful of discounters, in 1979 discontinued all 52 of its broad-line home improvement departments and Bradlees may be on the verge of a similar move.

A Wal-Mart spokesman said that bulky, hard-to-handle materials such as lumber and fiberglass insulation simply weren't sufficiently productive in the chain's relatively small stores. The departments were dropped, and the space saved was divided among expanded hardware departments and pet seasonal departments in those stores.

Bradlees, which operates 15 home improvement departments, has suspended plans to develop additional DIY-oriented departments with such merchandise as lumber, paneling, floor and ceiling tiles, wall coverings, expanded paint selections and insulation. Instead, a chain spokesman said, Bradlees may

(Continued on page 70)

Discounters to Keep Up Hot DIY Expansion

Rank	Chain	No. DIY Depts. 2/1/80*	Average Sq. Ft. of Depts.	New Depts. Planned by 1/31/81**
1	K Mart	916	4,400	115
2	T.G. & Y.	130	4,000	30
2	Murphy's Mart	64	2,500	4
4	Woolco	63	5,000	49
5	Fisher's Big Wheel	57	800	6
6	Rink's	42	5,000	5
7	Fred Meyer	37	15,000	4
8	King's	37	8,500	15
9	FedMart	36	15,500	0
10	Payless NW	29	1,200	10
11	S. E. Nichols	28	18,000	7
12	Jamesway	24	5,000	7
13	Two Guys	22	7,000	0
14	Jefferson	21	300	20
15	Meijer's Thrifty Acres	19	11,000	0
16	Bradlees	15	4,000	0
17	Danners 3D	8	5,000	0
18	Consolidated Sales	7	11,000	1
19	Gee Bee	7	2,000	1
20	Modell's	6	5,000	0
21	Click	6	6,000	0
22	Howard Bros.	3	20,000	0

**Refers primarily to in-store departments, but also includes freestanding units*
***Some figures are DSN estimates*

With home improvement departments, such as this in Greenville, N.C., averaging 18,000 sq. ft., Nichols has the space to merchandise bulky vanities, paneling, siding and insulation. (DSN photo)

Continued shortages of promotional power tools, shown here in Bradlees, Norwalk, Conn., are expected to harm the effectiveness of spring promotions. (DSN photo)

Hardware Sales/Ft. Rise 72% in 5 Years

Long one of discounting's more basic and staple departments, hardware evolved slowly through the 1970's.

At the close of the decade, department size was significantly larger than at the beginning, but smaller than in the middle years, after which some product lines were broken out into other departments—notably home improvement.

More significantly, while initial markups and gross margins remained stable with slight increases, sales per square foot rose more than 72% through the last half of the 70's. Discounters and their customers turned from low-end product lines to higher-ticket goods of better quality as the do-it-yourselfer gained long-term interest in home repair activity to beat the rising cost of professional help.

	1970	1974	1975	1976	1977	1978	1979	10-year change	5-year change	'78 vs. '79
Dept. Size (sq. ft.)	2,200	2,353	3,225	4,400	4,450	3,195	3,210	+45.9%	+36.4%	+0.5%
Annual Turns	2.7	3.5	3.5	3.5	3.3	3.1	3.0	+11.1%	−14.3%	−3.2%
Volume per sq. ft.	—	$77.00	$82.00	$113.63	$114.08	$122.47	$132.91	—	+72.6%	+8.5%
Initial Markup	38%	39%	40%	40%	41%	39%	41%	+7.9%	+5.1%	+5.1%
Gross Margin	35%	34%	36%	35%	35%	34%	36%	+2.9%	+5.9%	+5.9%
Company Run	88%	94%	92%	94%	92%	92%	94%	+6.8%	NC	+2.2%

Nearly 300 More DIY Depts. Set

(Continued from page 57)

choose to concentrate more on home "decor" than do-it-yourself improvements.

Nonetheless, most discounters in the business are looking to home improvement to be one of the most successful categories in 1980 with several factors buoying their optimism.

The economics of DIY is forcing an ever-growing number of householders to try their hand at their own repairs and improvements; energy costs are making better weatherproofing imperative, and first-time DIYers are discovering that most projects are easy to perform and sometimes even become recreational.

While inflation is squeezing disposable incomes even harder, consumers view maintenance of their homes as a necessity. "A home is the No. 1 priority for people. . . . People will spend on their homes because they have to," a spokesman for Rink's said. "Our job is to see that they spend at our stores."

A spokesman for Jamesway said: "Home improvement will probably be the single biggest growth area in our stores for the foreseeable future."

Not only are DIY repairs less expensive than professional contractors, he said, but consumers are inclined to improve the homes they presently own rather than purchase another.

"Consider the cost of new homes. Not just are materials and labor higher, but also mortgage rates are at record levels. Rather than being able to afford a new home, people are forced to add on to their present homes," he explained.

One of the staple categories in home improvement is energy savers—from fiberglass insulation to weather stripping, storm doors and windows, pipe wraps, timer thermostats and any other product that will reduce heat waste and conserve fuel.

Retailers in more temperate markets report steady growth in energy savers as well as do discounters in the colder North.

A Sunbelt discounter like T.G. & Y. noted that despite a relatively mild winter in its regions, insulation sales this year have shown healthy gains.

Others agree, reasoning that the prospects for this kind of merchandise will no longer fluctuate according to current weather patterns but will continue to gain as fuel becomes more expensive. Fuel consumption may be lower, but costs still rise, they note.

"We're having a mild winter this year and people are still seeing their heating bills go up because of the cost of oil," the Rink's spokesman said.

Fiberglass insulation remains the key to projecting a good image in energy savers, and discounters reported this season that shortages eased, allowing

(Continued on page 71)

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DIY CENSUS

HOME IMPROVEMENT

Nearly 300 More Depts.

(Continued from page 70)

them to promote the product once more. Still, said spokesmen for Jamesway and Nichols, reorders were slow in arriving during the peak season this fall, leading them to plan on larger early orders in 1980.

"The material was there this year, but the in-season delivery times were slow," the Jamesway spokesman said. "You had to make your commitments early and if you want to have sufficient quantities this year, you'll have to commit early again."

The desire by consumers to reduce their use of conventional heating methods—oil, natural gas and electricity—also led to eager responses to wood-burning stove promotions.

(Continued on page 78)

Paint Picture Shows Growth in Sales/Sq. Ft.

	1970	1974	1975	1976	1977	1978	1979	10-year change	5-year change	'78 vs. '79
Dept. Size (sq. ft.)	1,050	1,184	2,175	2,180	1,750	1,269	1,269	+20.9%	+7.2%	NC
Annual Turns	3.1	3.0	3.0	3.5	3.2	2.9	2.9	−6.5%	−3.3%	NC
Volume per sq. ft.	—	$74.00	$81.00	$86.00	$105.49	$112.38	$116.50	—	+57.4%	+3.7%
Initial Markup	38%	41%	41%	43%	45%	43%	43%	+13.2%	+4.9%	NC
Gross Margin	35%	35%	35%	36%	37%	36%	37%	+5.7%	+5.7%	+2.8%
Company Run	81%	89%	85%	86%	86%	89%	90%	+11.1%	+1.1%	+1.1%

NC—no change

Source: DSN research

The 10-year record of paint departments in discount stores, illustrated by this chart, shows relatively little change for this staple product line. While turns showed a very slight decline, sales per square foot have shown steady growth, and margins and initial markups have maintained healthy levels.

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Home Security Center

Locking devices for DIY installation—from phone locks to door chains, doorknob locks and deadbolts—are assembled in a home security endcap at J. A. Conley, Massillon, Ohio. (DSN photo)

Aggressive Promotion Is Key

Rink's: DIY to Grow Despite Economy

TOLEDO, Ohio—Despite economic pressures that may hold down other merchandise categories, home improvement will continue to grow throughout 1980, a merchandiser for Rink's predicted.

"If we're aggressive in promoting home improvement, this will be a good year for us," said Jerry Sommers, the chain's merchandise manager for the category.

"A home is the No. 1 priority for people. Home improvement, from nuts and bolts and screws to hand tools and plumbing and hardware and everything else is very recession resistant. People will spend on their homes because they have to," he said. "Our job is to see that they spend at our stores."

Of particularly high potential will be products related to energy saving. While merchandise in this group has benefited in recent years by the steady rise in energy costs, the quickening pace of fuel price increases has led to ever-greater optimism by home improvement retailers.

"I'm still excited about energy savers," Sommers said. "I think they're going to stay very big for us. We're having a mild winter this year and people are still seeing their heating bills go up because of the cost of oil."

As a result, sales of weather stripping, fiberglass insulation and other products that can help ease the energy-cost dilemma, such as wood-burning stoves, have steadily increased.

Rink's, which introduced stoves in its stores last year, carried six sku's this season with good results, especially in the fall and early winter, Sommers said.

Fiberglass insulation, which two years ago was virtually unavailable, is now carried as a year-round product with some supply shortages still cropping up near the end of the peak fall season.

While consumers are expected to buy home improvement products in ever-greater quantities, Sommers added that economic factors prevent retailers from making across-the-board inventory increases. The high cost of borrowing will put ever-greater pressure on merchandisers to carefully examine their mix to pare down slow-turning sku's.

An example is lauan-backed wood paneling. "Where before we might have about 10 different panels in a store, now we might have six or eight," the merchandiser said.

Rink's includes home improvement departments in each of its 42 stores, with four more to be added by April. At least one additional store is scheduled to open in the next year.

Department size averages 5,000 sq. ft., although the newer stores are slightly smaller than the approximately 80,000 sq. ft. of existing units.

"The newer departments will have to be slightly smaller because everything will be compacted in these stores," Sommers said. "They'll have the same merchandise, however, because we'll go a little higher."

In addition to the area designated as home improvement are separate departments for paint and hardware, adding approximately 4,000 sq. ft. of selling area.

300 More Depts.

(Continued from page 71)

Rink's and Jamesway reported that customers snapped up their enlarged lines of stoves during late-summer and early-fall promotions. "We didn't have enough of them this year. . . . We were completely wiped out after the first two promotions," a Jamesway merchandiser said.

Discounters also theorize that consumers are becoming more committed to DIY improvements by virtue of the changing patterns in tool purchases. Rather than purchasing for price alone, consumers seem to be more concerned about quality, leading merchandisers to believe that consumers are making a long-term commitment both out of necessity and as converts to home repair as a hobby.

Most discounters report that the greatest interest is generated by their mid-priced lines of better imported tools and some domestic brands.

"The middle of the road is where we find the action in hand tools," a Rink's merchandiser said. "Most American-made tools are very expensive—you can pay $8 or $9 for pliers. You can get a good import for half the price with 90% of the quality and that's where we want to be."

Perhaps as important a motivation for growing numbers of DIYers as cost savings is the recreational aspect of working with their hands. "They may have been forced into DIY by necessity, but many of them stay with it because it's fun," a Woolco spokesman said. "They redo a room and they're proud to show their neighbors what they accomplished."

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Thanks to your strong support, we enjoyed our finest year ever in 1979. Goals set years — even decades — ago helped make it all possible, just as goals being outlined today insure our service and capabilities for tomorrow.

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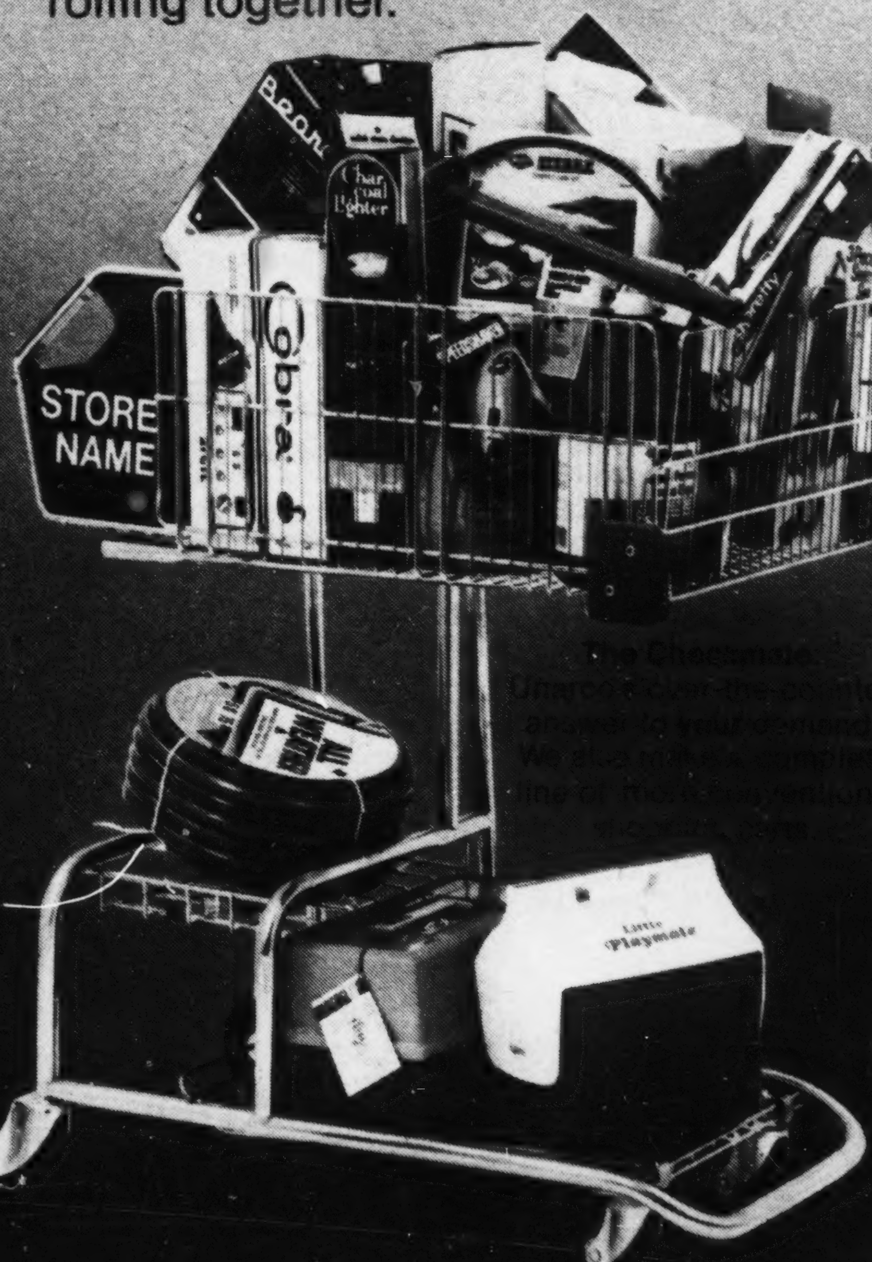
So for our many valued Unarco customers of years past — a simple, but superlative, hand of appreciation.

And for those we've yet to meet in the 80's — join us. We'll keep it rolling together.



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Special Sections { **Photo Show: Pp. 19-28**
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Discount Store News®

THE NEWSPAPER OF THE DISCOUNT DEPARTMENT STORE INDUSTRY

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Macks Joins Up: Latest Variety Chain to Open Discounter

By Judith Crown

Macks becomes one of the last major variety store chains to turn to discounting with the opening of its first Maxway store this month in Sandersville, Ga.

The Maxway debut comes 18 years after Kresge made the switch and shaped the face of discounting. During the 1960's and 1970's, Woolworth, T.G. & Y., Wal-Mart, A. L. Duckwall, G. C. Murphy and Sterling Stores saw that future growth would come with high-volume, low-margin operations. They concluded, some reluctantly, that variety stores were a dying breed.

During the mid-1970's, Macks, headquartered in Sanford, N.C., found its variety stores squeezed by discounters and dollar and drug chains. This contributed to a slowdown in earnings and 5.9% profit dip in 1978.

For the first three quarters of 1979, sales increased 23% to $42.2 million and earnings were up 61% to $870,336. The chain operates 99 variety stores.

Macks executives regret not having moved to discounting sooner, but note they have learned a lot by waiting and watching others.

The 41,250-sq.-ft. Maxway scheduled to open in Sandersville departs from the traditional low-end orientation of most discounters spawned by variety chains.

Macks executives visited most major chains before developing the Maxway prototype and decided to follow the upscale model of Target, Venture and Ayr-Way. They believe Maxway will appeal to young families with incomes as high as $30,000, as opposed to the $20,000 income cutoff they see for mainstream discounters.

"Upgrading seems to be the trend," said R. C. Dodson, director of sales and advertising. "We're trying to find a niche below the department store." This approach, Macks executives believe, will distinguish Maxway from its competition in the Southeast from traditionals like K mart, Woolco, T.G. & Y. and Sky City.

The Changing Face Of Retailing

Maxway's small size could be a stumbling block to effective fashion merchandising.

Maxway, in its rural orientation, will part company with upscalers like Target, Bradlees, Venture, Clover and

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Stay-at-Home Trend Spurs Steep Climb In Decorative Wall Accessory Volume

By Iris Rosenberg

The gas crunch has hit the home furnishings department.

Around the country, discounters are reporting that restless consumers, forced to stay closer to home by escalating fuel costs, are making tracks into their home furnishings departments in search of leisure-time decorating projects.

One area that has experienced a dramatic increase in sales as a result of this heightened consumer interest in upgrading homes and apartments is decorative wall accessories.

Buyers report a new breed of consumer who is not only value conscious but fashion minded. As a result, buyers say they are trading their customers up from more traditional low-end promotional wall decor items (under $4) to accessories that retail much closer to $10.

At the same time, discounters have also spotted a growing

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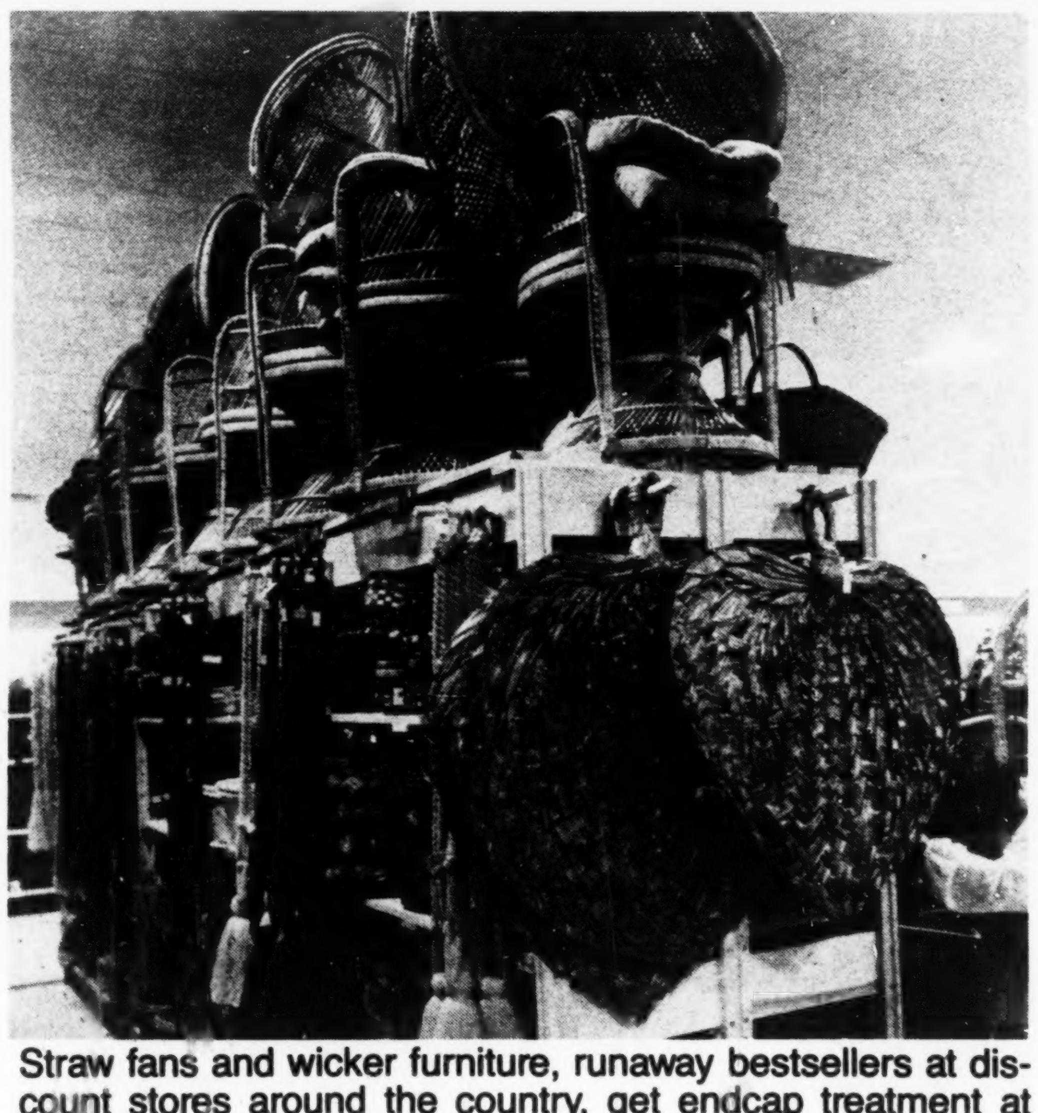

Straw fans and wicker furniture, runaway bestsellers at discount stores around the country, get endcap treatment at Target's Hurst, Tex., store. (DSN photo)

Sen. Hatch: I'll Filibuster Vs. Lubbers Appointment

WASHINGTON, D.C.—Sen. Orrin Hatch (R-Utah) told members of the National Mass Retailing Institute gathered here for the NMRI's Second Annual Government Affairs Conference that he would start a filibuster in the U.S. Senate to prevent a vote confirming the appointment of William A. Lubbers as general counsel for the National Labor Relations Board.

Lubbers, who is currently serving as the N.L.R.B.'s acting general counsel by Presidential appointment, is opposed by Hatch and other members of Congress for his apparently prolabor sympathies.

According to a senior aide at Hatch's Capitol office, the Senator opposes Lubbers on several points.

Lubbers has had a long association with N.L.R.B. Chairman John Fanning—and the law requires that the general counsel be independent from the board. Fanning himself has been quoted as saying he would have to "make a judgment on his continued chairmanship," should Lubbers be confirmed by the Senate, in view of their long association.

Lubbers, according to Hatch, has written "many prolabor decisions" while with the N.L.R.B., and his neutrality is suspect.

Lubbers has "no experience in labor relations," and only "limited experience with the re-

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Discounting Week

DIY RALLY. FedMart, which cut back its do-it-yourself product mix by 25% in the past few months, is getting ready to revitalize the department. According to chain sources, the 70-plus-unit California chain pulled back on its home center commitment earlier this year "which was too broad for our mix." The new program will reposition the chain in the DIY business.

TWO FOR HILLS. Hills plans to open an 80,000-sq.-ft. store in Sharon, Pa., in October, and a similar-size unit in Painesville, Ohio, in April 1981. The latter will be Hills' first thrust into the Greater Cleveland market.

NEW IMAGE. Quality Farm and Fleet, the Michigan-based chain of more than two dozen discount stores, has changed its name to Quality Stores to reflect its evolution into a more well-rounded general merchandise chain.

ANOTHER CLOSING? Korvettes' 143,500-sq.-ft. store in Huntington, N.Y., is still open, but the lease for the unit was advertised as being available, along with the 14 Korvettes that have already been shut. A spokesman asserted that the company hadn't decided on the store's future.

K MART PLANS. K mart is looking at an old White's store in Yorktown Heights, north of New York City. The 120,000-sq.-ft. building on Compound Road is near two Caldor stores.

CLOSED. Community Family Centers, Chicago, has closed its marginally profitable Fullerton Avenue outlet, a 67,000-sq.-ft. store adjacent to The Brick Yard, an inner-city shopping center. The leasehold, which had 12 years to run, was sold to Forest City Enterprises, Cleveland-based home center operation, for $1 million.

2 Lessees to Be Phased Out

Woolco Developing Direct-Buy Apparel Strategy

NEW YORK—It's a watershed year for Woolco as the discounter prepares to assume direct buying of apparel that was formerly handled under contract with Apparel Buying Associates and Rockower Brothers.

Merchandisers say there will be no immediate changes in merchandise mix or presentation. Centralization will enable better tracking of inventory, more aggressive promotions and the opportunity to develop importing.

Meanwhile Woolco's merchandising staff, under Robert F. Butler, recently named to the new post of vice president for merchandising/apparel, will develop a long-range strategy for sharpening Woolco's position as a budget apparel retailer.

Butler declined to comment on his long-range plans until centralization is completed

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Large Sizes

Woolco is likely to upgrade apparel presentation while eschewing Plexiglas and chrome extremes of the most upscale discounters. This Woolco is in Arlington, Tex. (DSN photo)